



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3109

COURSE TITLE: RESEARCH METHODS

DATE: 6 TH APRIL,2022

TIME: 1100-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE (30 MARKS)

- i. Using the APA citation system, give examples of standard reference formats for the following published materials that should be used in bibliographies
 - a) One author of a book **(2marks)**
 - b) Editor of a book **(2marks)**
 - c) Scholarly journal article, one author **(2marks)**
 - d) Popular magazine article **(2marks)**
 - e) News paper article **(2marks)**
- ii. Explain some of the confounding variables that can have impact on the outcome of your study **(4 marks)**
- iii. Explain at least four sources of bias during data collection in research **(6 marks)**
- iv. List at least four ways of summarizing data in research. **(4 marks)**
- v. With use of example describe four fundamental level of variable measurement scales that are used to capture data in research studies **(6 marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO

Discuss different characteristics of qualitative research design as stipulated by Bogdan and Biklen (1992). **(20 marks)**

QUESTION THREE

As a researcher why is it important to consult different scholarly materials when conducting research **(20 marks)**

QUESTION FOUR

Discuss the various probability sampling techniques a researcher can use in a research study **(20 marks)**

QUESTION FIVE

As a researcher in tourism, what factors do you consider in achieving internal validity **(20marks)**

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