



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2023/2024
ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER

SCHOOL OF TOURISM AND HOSPITALITY

BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT

COURSE CODE: HHM 3237-1

COURSE TITLE: RESEARCH METHODS

DATE: 29/5/24

TIME:0830-1030HRS

INSTRUCTIONS TO CANDIDATES

Answer all questions in **SECTION A** and any other three in **SECTION B**

SECTION A

QUESTION ONE

- a. Differentiate between the following terms as used in research studies
 - I. Deductive research and inductive research **(3MARKS)**
 - II. Instrument validity and instrument reliability **(2MARKS)**
 - III. Mediating variable and Moderating variable **(3MARKS)**
- b. With the use of example describe four fundamental levels of variable measurement scales that are used to capture data in research studies **(4MARKS)**
- c. Using the APA citation system, give examples of standard reference formats for the following published materials that should be used in bibliographies
 - I. Editor of a book **(2marks)**
 - II. Scholarly journal article, one author **(2marks)**
 - III. Popular magazine article **(2marks)**
 - IV. Newspaper article **(2marks)**

SECTION B-30 MARKS

QUESTION TWO

Differentiate between explanatory research and descriptive research as used in research. **(15 marks)**

QUESTION THREE

Explain why the questionnaire method is superior to the interview method when carrying out quantitative research **(15marks)**

QUESTION FOUR

- a) Define research design **(3marks)**
- b) Discuss **SIX** factors that a researcher will consider in selecting a suitable design for his study **(12marks)**

QUESTION FIVE

- a) Explain the rationale behind sampling a population **(5 Marks)**
- b) Discuss the various sampling techniques in research that a researcher can use to collect quantifiable data **(10marks)**

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