



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTEL & HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 401

COURSE TITLE: RESEARCH METHODS

DATE: 7TH DECEMBER 2018

TIME: 11.00AM- 13.00PM.

INSTRUCTIONS TO CANDIDATES

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

SECTION A- 25 MARKS

1. QUESTION ONE

- (a) A bibliography citation is a reference to a book, article, web page or other published item. In view of that definition, using APA style, give bibliographic formats for citing the following published items
- I. one author of a book (2marks)
 - II. Editor of a book (2marks)
 - III. Scholarly journal article, one author (2marks)
 - IV. Popular magazine article (2marks)
 - V. Newspaper article (2marks)
- (b) Differentiate between the following as used in the research.
- I. Applied research vs fundamental research (2 marks)
 - II. Inductive theory vs deductive theory (3 marks)
 - III. Extraneous variable vs intervening variables (2 marks)
 - IV. Instrument validity vs instrument reliability (2 marks)
- (c) Differentiate between null hypothesis, alternative directional hypothesis and alternative non-directional hypothesis, give an example of each (6 marks)

SECTION B- 45 MARKS

2. A). Assume you are researching on the **effect of sponsor relationships among university students in Maasai Mara University**; identify some ethical issues that you will incorporate in the implementation of your study. (5 marks)
- b) Identify ways you would ensure that the study informants are not harmed by your study. (10 marks)
3. As a student of Research Methods in the department of Tourism. Write short notes on descriptive study to teach the students. (15 marks)
4. Analyze factors to consider in achieving internal validity in your senior project work. (15 marks)
5. Differentiate between quantitative approach and qualitative approach as used in research. (15 marks)

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