



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE
MANAGEMENT
UNIVERSITY COMMON COURSE**

COURSE CODE: AHP 3207

COURSE TITLE: RESEARCH METHODS

DATE: 15TH APRIL, 2019

TIME: 1430 - 1630 HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A (25 MARKS)

1. Distinguish between;
 - a. Null hypothesis and alternative hypothesis
 - b. Conceptual framework and theoretical framework **(5 Marks)**
2. Write short notes on primary and secondary data in research **(5 Marks)**
3. Outline four challenges faced in population sampling **(4 Marks)**
4. Outline the characteristics of a good sample **(6 Marks)**
5. Why is it necessary to conduct literature review? **(5 Marks)**

SECTION B (45 MARKS)

ANSWER ANY 3 QUESTIONS

6. Write short notes on the steps of a research process **(15 Marks)**
7.
 - a. Explain the qualities of a good questionnaire **(7 Marks)**
 - b. Discuss considerations an investigator makes in selecting a particular research design **(8 Marks)**
8.
 - a. Explain the importance of hypothesis in research **(5Marks)**
 - b. Discuss ethical considerations you need to observe in carrying out a research **(10Marks)**
9.
 - a. Discuss common problems encountered in research. **(8 Marks)**
 - b. Discuss features of a good experimental design **(7 Marks)**

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