



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER
SCHOOL OF TOURISM HOSPITALITY AND
LEISURE STUDIES**

**BACHELOR OF TOURISM MANAGEMENT
AND
BACHELOR OF PARKS, RECREATION AND
LEISURE MANAGEMENT**

**COURSE CODE: BTM 3109 and RLM 4104
COURSE TITLE: RESEARCH METHODS**

DATE: 11/12/2019

TIME: 14:30 - 16:30 HRS

INSTRUCTIONS TO CANDIDATES

Answer all question in **SECTION A** and any other two in **SECTION B**

SECTION A 30 MARKS

QUESTION 1.

- A. State and explain four (4) purposes of research in Tourism and Hospitality department **(4 marks)**
- B. Outline four (4) factors that should be considered in determining a sample size **(4 marks)**
- C. Briefly explain the importance of literature review sections in a research proposal **(8marks)**
- D. Define the concept '**Ethics**' in social science research **(2 mark)**
- E. Explain the terms reliability and validity **(4 marks)**
- F. Discuss four (4) ways of testing the reliability of a questionnaire **(8 marks)**

QUESTION 2.

- a. Explain the rationale behind sampling **(5 marks)**
- b. Discuss the various probability sampling techniques a researcher can use in a research study **(15 marks)**

QUESTION 3.

- (i) Discuss four (4) traditional ways by which humans acquired knowledge. **(8 marks)**
- (ii) How is the scientific method superior to all these? **(12 marks)**

QUESTION 5

- a. What is a research design? **(2 marks)**
- b. Outline four (4) considerations an investigator considers in selecting a particular research design? **(8 marks)**
- c. In defining the research problem, what do you consider as the salient features of a good problem statement **(10 marks)**

QUESTION 6

- a. Formulate two (2) possible null hypothesis, two (2) possible alternative directional hypothesis and two (2) non-directional hypothesis **(6 marks)**
- b. Briefly discuss ethical considerations you need to observe in carrying out a research **(10marks)**
- c. Differentiate between inductive and deductive theories. **(4 marks)**

//END