



# 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: 15<sup>TH</sup> APRIL, 2019**  
**HRS**

**TIME: 1430 - 1630**

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#### **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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