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**CHUKA**



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**UNIVERSITY EXAMINATIONS  
CHUKA/EMBU /THARAKA**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE  
AND BACHELOR OF COOPERATIVE MANAGEMENT**

**BCOM 401: RESEARCH METHODOLOGY**

**STREAMS: BCOM**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 6/12/2019**

**11.30 A.M. – 1.30 P.M**

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**INSTRUCTIONS**

**Question one is compulsory and any other two questions**

**HOTEL INDUSTRY**

Hotel industry is a major business enterprise being operated all over the world. As a service industry, it supports a countries foreign exchange earnings and contributes to an increase in tax collected. In Midland country, this industry plays a very big role and supports all other sectors that include agriculture, transport, manufacturing, banking and finance which ultimately have triggered development in the country. Due to the tremendous role that the hotel industry plays, the government and the private sector have intervened and supported industries that facilitates and support this business.

Insecurity, globalization, political upheavals and changing weather patterns have at times affected performance of the hotel industry. Internal organization pressures have also affected competitiveness and performance of these service industries. Midland country has experienced low bed capacity designed for tourists and due to global economic crisis performance of hotels has declined putting the hospitality industry in a crisis. Due to existing prevailing problems some hotels have reduced the workforce or even ceased to operate. Despite much research being undertaken in the hospitality industry, not much addressed hotel performance in midland country hence information gap in this area.

**Required :**

- (a) (i) Develop four research objectives from the above passage. [8 marks]  
(ii) From (a) (i) above develop four hypotheses statements. [4 marks]  
(iii) Assume a researcher intends to undertake a research study from the passage above explain the reasons for choosing descriptive research design. [10 marks]
- (b) The management of Turkman mining industry has resolved that research consultants should not only collect primary data on assigned topical areas but must also review literature related to the area of study. Explain the relevance of the literature review to any research study. [8 marks]
2. (a) Using examples distinguish between;
- (i) Independent and dependent variable. [4 marks]  
(ii) Qualitative and quantitative research [4 marks]  
(iii) Moderating and intervening variables. [4 marks]
- (b) A research study on gender role in community development was conducted by a group of researchers. Explain the ways in which different types of stakeholders may benefit from the research findings. [8 marks]
3. (a) Explain the factors that a researcher considers before selecting a research topic. [10 marks]
- (b) Explain the merits and demerits of using a questionnaire as a research instrument. [10 marks]
4. (a) Describe the contents of a persuasive research problem. [8 marks]  
(b) Explain the reasons why researchers replicate another research study. [6 marks]  
(c) Explain the measures that should be taken to ensure that data analysis is comprehensive and relevant to the research being conducted. [6 marks]
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