



UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE (TOURISM AND HOSPITALITY MANAGEMENT)**

BTHM 471: RESEARCH METHODS

STREAMS: BTHM (Y4S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO
QUESTION IN SECTION B**

SECTION A

- Q1. Differentiate the following terms:
- (i) Independent and dependent variables [2 marks]
 - (ii) Sample and population [2 marks]
 - (iii) Basic and applied research [2 marks]
- Q2. (a) Define the term hypothesis. [2 marks]
- (b) Briefly describe the characteristics of good hypothesis. [4 marks]
- Q3. Briefly describe five ways you would use to develop a good research idea. [5 marks]
- Q4. Explain the different sources of literature in a research. [5 marks]
- Q5. (a) Define theoretical framework of a research. [2 marks]
- (b) Explain the importance of a theoretical framework. [4 marks]
- Q6. Describe what the scope of study entails. [2 marks]

SECTION B

- Q7. (a) Explain the different stages of the scientific research. [12 marks]
- (b) Discuss ethical considerations while conducting research. [8 marks]
- Q8. Discuss the methods used for analysis of different data types. [20 marks]
- Q9. (a) Discuss the advantages and disadvantages of conducting interviews in research. [10 marks]
- (b) Discuss the different types of research design. [10 marks]