

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 401**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 23RD JANUARY 2017 TIME: 11:00AM – 13:00PM**

**INSTRUCTIONS TO CANDIDATES**

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

**Section A**

1. Using the APA citation system, give examples of standard reference formats for the following published materials that should be used in bibliographies
2. one author of a book (2marks)
3. Editor of a book (2marks)
4. Scholarly journal article, one author (2marks)
5. Popular magazine article (2marks)
6. Newspaper article (2marks)

1. Explain confounding variables that can have impact on the outcome of your study (4 marks)
2. Explain at least four sources of bias during data collection in a research

(6 marks)

1. List at least five ways of summarizing data in a research (5marks)

**Section B**

1. Discuss characteristics of qualitative research design as stipulated by Bogdan and Biklen (1992). (15 marks)
2. As a researcher, why is it important to consult different scholarly materials when conducting a research (15 marks)
3. Discuss various probability sampling techniques a researcher can use in a research study (15 marks)

8. Analyze actors to consider in achieving internal validity (15 marks)

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