



**THE PRESBYTERIAN UNIVERSITY OF EAST AFRICA NAKURU ODEL
TEACHING CENTRE
DEPARTMENT OF HOSPITALITY & TOURISM MGT
DIPLOMA IN HOSPITALITY & TOURISM MGT
END OF SEMESTER EXAMINATION; JANUARY-APRI, 2022
DHM 023; RESEARCH METHODOLOGY IN HOSPITALITY MGT**

Date; January-April 2022

Time; 2 HOURS

Instructions; Answer Question ONE and any other TWO

SECTION A (30MARKS)

- 1.**
 - a) State any five source of knowledge in research (5 marks)**
 - b) Explain the following terms as used in research (7 marks)**
 - **Population:**
 - **Sample**
 - **Research questions**
 - **Variable**
 - **Hypothesis**
 - **Descriptive statistics**
 - **Inferential statistics**
 - c) Outline the major steps in research (8 marks)**
 - d) State any six source of research problems (6marks)**
 - e) Distinguish quantitative and qualitative research. (4marks)**

SECTION B (40MARKS)

- 2.**
 - a) Explain the purpose of research (8 marks)**
 - b) Explain three types of research (10marks)**
 - c) State and explain the qualities of good research objectives (12marks)**

- 3.**
 - a) Discuss the importance literature review in a research (12 marks)**
 - b) Discuss four data collection instruments and how they are used (8 marks)**

- 4.**
 - a) Explain any four sampling methods (12 marks)**
 - b) Explain a research abstract and what it contains (8 marks)**

- 5.**
 - a) State and explain the components of research methodology of a research proposal. (20marks)**