



ALUPE UNIVERSITY

COLLEGE

... Bastion of Knowledge ...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY

MANAGEMENT

COURSE CODE: STH 311

COURSE TITLE: RESEARCH METHODS

DATE: 11/3/2021

TIME: 9am-12Noon

INSTRUCTIONS TO CANDIDATES

SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN/REGULAR EXAM
STH 311 RESEARCH METHODS

STREAM: SBE (BHHM)

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question One

a) Examine the following quantitative research question:

“Do fifth grade students who participate in a supplemental daily calendar math program learn more math content as demonstrated on the Virginia SOLs than those who do not receive this supplementary math program?”

- i) What is the independent variable?
- ii) What is the dependent variable? (5marks)

- b) Define research methods and methodology. (5marks)
- c) Explain what constitutes successful research proposal?

- d) Research approaches are divided into qualitative, quantitative, and mixed methods, explain what are these approaches and what are research purposes that they serve? (10marks)
- e) Explain the process involved in a research process. (10marks)

Question Two

- a) Identify **FIVE (5)** sources of primary data and in each case give a suitable example. (10marks)

- b) Distinguish between the following types of research
 - i) Exploratory Research
 - ii) Descriptive Research
 - iii) Diagnostic Research

iv) Experimental Research

(10marks)

Question Three

a) Briefly explain the following terms

i) Sampling Frame

ii) Sampling Unit

(5marks)

b) Briefly discuss some of the problems that researchers face while conducting their research activities.

(10marks)

c) Explain how the above problems can be solved.

(5marks)

Question Four

a) Briefly explain **FIVE (5)** characteristics of scientific research.

(10marks)

b) Discuss the reasons why it is important to write a research proposal before engaging in any field research exercise.

(10 marks)

Question Five

a) Briefly explain **FIVE (5)** factors that should be taken into consideration by a researcher in selecting an appropriate method for data collection.

(10 marks)

b) Compare and contrast questionnaires and interviews as instruments of collecting primary data.

(10 marks)