



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM
2ND YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BTM 3212

COURSE TITLE: RESEARCH METHODS

EXAM VENUE;

STREAM:

DATE

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE.

Baraka school is a medium cost private school in Nairobi offering IGSE (Intermediate Certificate of Education). The school administration is concerned with low enrolment in the school. Preliminary investigation attributed the low enrolment to the following factors; poor exam results, fee increments, exodus of teachers and corporal punishment being administered on students.

- (a) Identify and clearly state the title of the research **(2 Marks)**
- (b) Clearly state the research problem in this situation **(4 Marks)**
- (c) List the variable in this context and label them with aid of a conceptual framework **(4 Marks)**
- (d) Develop four research objectives for this study **(8 Marks)**
- (e) Explain five characteristics of a good research design **(10Marks)**

QUESTION TWO

Review of literature is a very essential stage in the process of conducting research.

- i) Why is it important to conduct literature review when writing an academic proposal? **(10 Marks)**
- ii) Explain five sources of literature you would use while writing a business proposal **(10 Marks)**

QUESTION THREE

a) Using examples from the business world, briefly describe the following research design

- i) Basic Research **(4Marks)**
- ii) Applied Research **(4 Marks)**
- iii) Action Research **(4Marks)**
- iv) Longitudinal Research **(4Marks)**

b) Explain the role of information technology in research process **(4Marks)**

QUESTION FOUR

- (a) "Research can be defined as organized and systematic study of phenomenon in order to discover new things, establish facts and reach new conclusions". Elaborate and give the possible motivations for conducting research **(10 Marks)**
- (b) Explain various steps that you would follow in conducting research **(10 Marks)**

QUESTION FIVE

- a) Distinguish between the following:
 - i) Primary data and secondary data **(4 Marks)**

- ii) Quantitative and qualitative data **(4 Marks)**
 - iii) Descriptive statistics and inferential statistics **(4 Marks)**
 - iv) Closed ended questions and open ended questions **(4 Marks)**
- b) Explain four advantages of using stratified sampling method in conducting research **(4 marks)**