



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 315
COURSE TITLE: RESEARCH METHODS**

DATE: 25TH APRIL 2018

TIME: 1100 - 1300HRS

INSTRUCTIONS TO CANDIDATES

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

SECTION A

Question one

- a. As a researcher what is the rationale for a theory in your study **(4marks)**
- b. Differentiate between the following terms as used in research studies
 - i) Deductive research and inductive research **(3marks)**
 - ii) Instrument validity and instrument reliability **(2marks)**
 - iii) Independent variable and confounding variable **(2marks)**
- c. Explain the most common measurement scales used in research studies **(4 marks)**
- d. Using the APA citation system, give examples of standard reference formats for the following published materials that should be used in bibliographies
 - i) one author of a book **(2marks)**
 - ii) Editor of a book **(2marks)**
 - iii) Scholarly journal article, one author **(2marks)**
 - iv) Popular magazine article **(2marks)**
 - v) Newspaper article **(2marks)**

SECTION B- 45 MARKS

2. Differentiate between explanatory research and descriptive research as used in research **(15 marks)**
3. Analyze factors to consider in achieving internal validity **(15 marks)**
- 4a. Define the term research design **(3marks)**
- 4b. Discuss the factors that a researcher will consider in selecting a suitable design for his study. **(12marks)**
- 5a. Explain the rationale behind sampling a population. **(5 marks)**
- 5b. Discuss the various sampling techniques in research that a researcher can use to collect quantifiable data. **(10marks)**

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