



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3132-1
COURSE TITLE: RESEARCH METHODS**

DATE: 5/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

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

SECTION A-20 MARKS

1. Account for the primary source of bias in a research study. **(5marks)**
2. As a tourism student carrying out research on unethical practices in tourism like drugs, prostitution, lesbianism etc. identify which sampling technique you would use in your study and take your examiner through the sampling procedure that you follow. **(5marks)**
3. Explain the limitations of using historical study when conducting research on Challenges facing poultry keepers in Kenya before independence. **(5marks)**
4. How do you create a good research hypothesis for your study?
(5marks)

SECTION B-30 MARKS

5. Discuss simple principles as a researcher that would influence your sample **(15marks)**
6. According to Donald Ary (2010:18) there are five major sources of knowledge. Discuss Donald's source of knowledge. **(15marks)**
7. Describe qualities of an effective sample that you should ensure in your study titled Abortion in Kenya; An examination of its causes and effects on female students in colleges and universities. **(15marks)**
8. Distinguish between deductive reasoning from inductive reasoning
(15marks)

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