



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3109

COURSE TITLE: RESEARCH METHODS

DATE: 4TH DECEMBER, 2018

TIME: 0830 - 1030 HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over.

SECTION A

QUESTION ONE

(a) Define the word hypothesis and give characteristics a hypothesis must possess in order to be a good research hypothesis. **(6 Marks)**

(b) 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)**

(c) What is the meaning of measurement in research **(1marks)**

(b). Giving examples explain some of measurement scales that you can use as a researcher **(8 marks)**

SECTION B- 45 MARKS

QUESTION TWO

Assume you are researching on the effect of sponsor relationships among university students in Maasai Mara University; identify some ethical issues you would involve in the implementation of your study and ways you would ensure that the study informants are not harmed by your study. **(15 marks)**

QUESTION THREE

As a student of Research Methods in the department of Tourism. Write short notes on case study research study to teach the students. **(15 marks)**

QUESTION FOUR

Discuss characteristics of qualitative research design as stipulated by Bogdan and Biklen (1992). **(15 marks)**

QUESTION FIVE

Elucidate different characteristics of research that makes it superior than other techniques of solving problems. **(15 marks)**

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