The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST-2018

EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT / HUMAN RESOURCE MANAGEMENT / ACCOUNTING & FINANCE

UNIT CODE: DUCU 1107

UNIT TITLE: RESEARCH METHODS

DATE: 20ᵀᴴ AUGUST, 2018   **TIME: 2:00 PM – 4:00 PM**

INSTRUCTIONS:
- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE
(a) Define the following terms   (10 marks)
   i.   Research   (2 marks)
   ii. Methodology   (2 marks)
   iii. Statement to the problem   (2 marks)
   iv. Population   (2 marks)
   v.   Research design   (2 marks)
(b) Explain any FIVE importance of literature review   (10 marks)
(c) By giving THREE different examples, examine the merits and limitation of the observation method in collecting data   (10 marks)

QUESTION TWO
(a) Explain any FIVE characteristics of a good questionnaire   (10 marks)
(b) Explain any FIVE criteria of Good research   (10 marks)

QUESTION THREE
(a) Explain any FOUR sources of problems for investigation   (8 marks)
(b) The security department has imposed department has imposed a curfew in Mr Elgon, Bungoma Country due to insecurity. Balongo would like to undertake a research on the factors contributing to insecurity in this region. Describe to him any SIX data collection methods he may employ citing at least one disadvantages for each   (12 marks)

QUESTION FOUR
(a) State the steps in writing a research proposal   (8 marks)
(b) Using suitable examples, explain THREE primary and THREE secondary sources of Literature review citing one limitations for each   (12 marks)

QUESTION FIVE
(a) Explain any FIVE reasons of a pilot study   (10 marks)
(b) Explain FIVE important factors that one should consider in Topic selection (10 marks)