



Kasarani Campus
Off Thika Road
P. O. Box 49274, 00101
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KI

RIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT
DCU 1008-RESEARCH METHODOLOGY

Date: 7th August 2023
Time: 2.30pm-4.30pm

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: MEDLIFE

Medlife is a company that was established in Kenya in 1990 to manufacture medical drugs. Due to increased competition and inability of the company to adjust in the changing business environment, the company has been recording meagre profits due to low volume of sales. The company has been hiring new workers since 2015 but little has been achieved. In survey conducted in 2020 by one of the Research firms in Kenya, it was established that Medlife can maximize profits if they establish a Research Department within the Organization. As a newly recruited Research Officer to Medlife in 2023, you have been tasked by the management to carry out another survey to identify the really problem in the pharmaceutical sector.

Required:

- a) As a professional researcher, elaborate the scientific research process to Medlife Management Board **(6 Marks)**
- b) Explain the three various methods you can use to collect primary data from the field to Medlife Management Board **(6 Mark)**
- c) Describe advantages of collecting data using questionnaires to Medlife Management Board **(6 Marks)**
- d) Describe three advantages of literature review to Medlife Management Board **(6 Marks)**
- e) Suggest qualities of good researchers to Medlife Management Board **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) A research topic is a subject or issue that a researcher is interested in when conducting research. Outline qualities of good research topics **(4 Marks)**
- b) A research design is the overall plan of collecting, analyzing and interpreting data. Describe four the various research designs researchers use in scientific enquiries **(8 Marks)**
- c) A research instrument is regarded as a tool developed by a researcher to collect data from the intended respondents. Explain four features of effective questionnaires **(8 Marks)**

QUESTION THREE (20 MARKS)

- a) Explain the four differences between a research proposal and a research project **(4 Marks)**
- b) Researchers can find information about a research problem from various sources. Describe the sources of research problems to a team of researchers **(8 Marks)**
- c) Elaborate the four various types of research to a team of researchers **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Highlight four benefits of research to modern organizations **(4 Marks)**

- b) Probability sampling is techniques in which the researcher selects respondents from a population without discrimination. Describe the four various types of probability sampling techniques **(8 Marks)**
- c) Research Proposal or a Research Project should comprise specific sections or components. Outline these sections or components **(8 Marks)**

QUESTION FIVE (20 MARKS)

- a) Explain the difference between alternative hypothesis and null hypothesis **(4 Marks)**
- b) Researchers are advised to use secondary data cautiously. Explain four disadvantages of secondary data in scientific enquiries **(8 Marks)**
- c) Discuss four ethical aspects researchers need to observe before and after conducting research **(8 Marks)**