



QUALIFICATION: BACHELOR OF TRAVEL AND TOURISM MANAGEMENT	
QUALIFICATION CODE: 27BTTM	LEVEL: 7
COURSE CODE: RME410S	COURSE NAME: RESEARCH METHODOLOGY
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1**[20]**

Explain the below key terms used in Research Methodology and where possible incorporate practical examples in your answer.

- 1.1. Research Ethics (4)
- 1.2. Research Methodology (4)
- 1.3. Quantitative Research (4)
- 1.4. Probability Sampling (4)
- 1.5. Case Studies (4)

Question 2**[3x7=21]**

A research paradigm is sometimes called a tradition or a world view when conducting research. In social sciences we have three paradigms, namely qualitative, quantitative and mixed method.

2.1. In the form of a table explain these three paradigms in detail. Include factors such as methods of data collection for these different paradigms and the overall approach when conducting research in either a quantitative, qualitative or mixed method.

Question 3**[15]**

Identify a research problem in Tourism and Hospitality and suggest an appropriate

- i. Research Topic (1)
- ii. State three research objectives and 3 research questions (6)
- iii. State an appropriate research design for your study (2)
- iv. Name and discuss three tools you would use for your data gathering (6)

Question 4**[20]**

Non-probability sampling includes convenience sampling, quota sampling and purposive sampling.

- 4.1. Discuss three (3) advantages of using non-probability (6)
- 4.2. Explain by means of an example how convenience sampling works and any considerations that researchers need to consider when using convenience sampling. (14)

Question 5

[24]

Research Ethics is making the researcher aware of the moral and professional issues that need to be taken into consideration when doing research. Therefore, the researcher must follow ethical principles to ensure that the highest standards and principles are upheld during the process.

Discuss twelve (12) ethical principles that can be considered. Elaborate on your answers.

TOTAL [100 MARKS]