



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

SUPPLEMENTARY/SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	1. Isobel Manuel
MODERATOR:	1. Rosemary Gitau

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

[10x2=20]

The literature review serves several important functions in the research process. Discuss ten (10) of these functions of the literature review.

Question 2

[10x2=20]

Discuss five (5) advantages and five (5) disadvantages of using a questionnaire as a data collection instrument.

Question 3

[10]

Several scholars have presented their views with regards to the types of research. Amongst those types are action research, exploratory research and descriptive research to name a few. Define these three types by using relevant and practical examples.

Question 4

[5x3=15]

Critically discuss five (5) reasons why it is important to adhere to ethical norms in research.

Question 5

[7.5x2=15]

Observation as a tool of data collection can take two forms; participant and non-participant observation. Explain in the form of a table the differences between these two observation approaches.

Question 6

[10x2=20]

Researchers often make mistakes when writing the research proposal. Discuss in detail ten (10) mistakes that a researcher can make.

TOTAL [100 MARKS]