



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**TOURISM AND HOSPITALITY MANAGEMENT, BAKERY STUDIES AND
PROFESSIONAL COOKERY, FOOD AND BEVERAGE MANAGEMENT**

SUBJECT: Research Methods

PAPER NO: 549/S10

DURATION: 3 Hours

OCTOBER/NOVEMBER 2014 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

This paper consists of 3 printed pages.

QUESTION 1

With the aid of examples briefly explain the following research models

- (a) tactical model (4 marks)
- (b) enlightenment model (4 marks)
- (c) interactive model (4 marks)
- (d) problem solving model (4 marks)
- (e) political model (4 marks)

QUESTION 2

Compare and contrast qualitative and quantitative research.

(20 marks)

QUESTION 3 ✓

With the aid of examples,, critically evaluate the significance of probability sampling methods in the field of research. (20 marks)

QUESTION 4 ✓

Explain any six ethical considerations when conducting research with human participants. (20 marks)

QUESTION 5 ✓

3	22	20	29	11	13	45	28	8
36	44	40	45	37	16	22	16	5
23	35	44	22	39	32	9	27	22
40	4	39	4	5	35	40	10	11
37	40	24	41	26	30	16	33	20

The above scores were obtained by students in a Research Method assessment.

- (a) Construct a frequency table with intervals of 1 – 5, 6 – 10 etc. (4 marks)
- (b) Draw a frequency polygon of the distribution. (4 marks)
- (c) Find the modal class. (4 marks)
- (d) Find the mean of the distribution. (4 marks)
- (e) State two (2) advantages and two (2) disadvantages of the mode (4 marks)

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20
 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37
 38, 39, 40, 41, 42, 43, 44, 45

$$\text{mean} = \frac{\sum x}{n}$$

$$\text{Median} = \text{mcn}$$

= mode -

QUESTION 6

- (a) Define a research proposal. (2 marks)
- (b) Outline and explain the major components of a research proposal. (18 marks)

QUESTION 7

- (a) Distinguish primary from secondary data. (6 marks)
- (b) State four (4) techniques of collecting primary data. (4 marks)
- (c) With the aid of examples explain the following sampling techniques.
 - (i) convenience sampling (5 marks)
 - (ii) quota sampling (5 marks)

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Research process