



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION
HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

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

SUBJECT: Research Methods

PAPER NO: 598/S06

OCTOBER/NOVEMBER 2013 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any FIVE (5) questions.

This paper consists of 3 printed pages.

QUESTION 1

- a) Define the term "research?" (2 marks)
- b) Explain the following research terms:
- i) Theory (2 marks)
 - ii) Hypothesis (2 marks)
 - iii) Target population (2 marks)
 - iv) Random sample *probabilistic* (2 marks)

- c) Explain any five (5) principles of research ethics. (10 marks)

ethics.
 informed consent
 invasion of privacy
 confidentiality
 freedom from harm
 knowledge of research

QUESTION 2

- a) Discuss the importance of a research proposal. (10 marks)
- b) Outline the benefits of carrying out a pilot study in research work? (10 marks)

QUESTION 3

- a) Describe the main characteristics of qualitative research. (10 marks)
- b) Describe the role of related literature in a research project? (10 marks)

QUESTION 4

- a) Briefly explain any five (5) identified purposes of Research and Development in a hotel. (10 marks)
- b) Outline the differences between primary and secondary data. (8 marks)
- c) Explain why secondary data is sometimes irrelevant in research? (2 marks)

cut costs.
fill gaps.
enable questions.
conclusion.
overview given.
comparison.

QUESTION 5

- a) Discuss five (5) advantages and five (5) disadvantages of using interviews to collect data in research work. (10 marks)
- b) Discuss any five (5) points to bear in mind when constructing questionnaire items for a research project. (10 marks)

Advantages:

- you can probe deeper.
- you can further explain the questions.
- you can see facial expressions.
- can build rapport.
- all questions are answered.

Disadvantages:

- no privacy.
- it is expensive.
- no consistency to questions.
- some may tend to answer what the researcher wants.
- no time to consult.

Purpose of research:
 To have a solution to problem.
 To fill the gaps.
 To find the market (needs).
 To introduce a new product.
 To improve quality.

Questionnaire:

- double barreled questions
- avoid leading questions
- put structured questions
- unstructured questions
- avoid use of ambiguous terms
- jargon
- start from least demanding to most demanding

Thank participants.

Prim

Seco

- not out of field
- 1st hand
- collected for specific problem
- involves eye witness
- can not be destroyed by.

- outdated.
- from other sources
- 2nd hand.
- not for the specific problem
- no eye witness.
- can be destroyed by fire.

QUESTION 6

a) Define the following terms:

i) Mean

(2 marks)

ii) Median

(2 marks)

iii) Mode

(2 marks)

b) Find the mean, median and mode in the following distribution:

8; 6; 5; 5; 4; 3; 3; 3; 1

(6 marks)

c) Compare and contrast "standard deviation" and "range"

(4 marks)

d) Complete the table below:

Standard Deviation	1	2	3	4
Variance	1	1	9	13

(4 marks)

QUESTION 7

Outline specific points you would include in a talk on "The Research Process" as an invited "research expert".

(20 marks)

1 2 3 4 5 6 7 8 9
1; 3; 3; 3; 4; 5; 5; 6; 8

max - min

d.

Range - diff btwn max & min value.

Standard Deviation - there is addition of a number

Mean $\frac{38}{9} = 4.22$

Median

Mode

3
4
20
120