



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**FOOD AND BEVERAGE MANAGEMENT, BAKING TECHNOLOGY &
MANAGEMENT, PROFESSIONAL COOKERY AND
TOURISM AND HOSPITALITY MANAGEMENT**

SUBJECT: Research Methods

PAPER NO: 549/15/S10

DURATION: 3 Hours

MARCH/ APRIL 2020 EXAMINATION

REQUIREMENTS

Silent, non programmable calculator

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.**
- 2) All questions carry equal marks.**

QUESTION 1

- a) Explain the following research concepts:
- i) Research hypothesis. (2 marks)
 - ii) Independent variable. (2 marks)
- b) Outline any four (4) attributes of a researchable problem. (4 marks)
- c) Explain any six (6) steps in the research process. (12 marks)

QUESTION 2

- a) Describe the following terms:
- i) Mean (2 marks)
 - ii) Mode (2 marks)
 - iii) Median (2 marks)
 - iv) Range (2 marks)
 - v) Standard deviation. (2 marks)
- b) Examine the significance of any two (2) facts for observing ethics in research. (10 marks)

QUESTION 3

Observation is a method of data collection used by researchers especially for collecting primary data.

- a) i) Define observation. (2 marks)
- ii) Outline four (4) advantages and four (4) disadvantages of observation as a method of data collection. (8 marks)
- b) Distinguish, in five (5) ways between participatory observation and non-participatory observation. (10 marks)

QUESTION 4

Write short notes on the following terms:

- a) Research design (4 marks)
- b) Qualitative research (4 marks)
- c) Case study (4 marks)
- d) Quantitative research (4 marks)
- e) Applied research (4 marks)

QUESTION 5

- a) Evaluate the significance of classical experiment as a quantitative research design. (10 marks)
- b) Justify five (5) roles of literature review in research. (10 marks)

QUESTION 6

- a) Define a simple bar graph. (2 marks)
- b) Zimbabwe as a tourism destination recorded the following numbers of visitors in 2017:
 - Domestic tourists 500 000
 - International tourists 1200 000
 - Excursionists 1000 000
 - i) From the information above, draw a vertical and horizontal sample bar graph. (12 marks)
 - ii) Identify any three (3) advantages and three (3) disadvantages of a bar graph. (6 marks)

QUESTION 7

- Explain four (4) levels of measurement. (20 marks)

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