



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

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

SUBJECT: Research Methods

PAPER NO: 549/15/S10

DURATION: 3 Hours

MARCH/APRIL 2024 EXAMINATION

REQUIREMENTS

Silent scientific calculator

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) Each question carries twenty (20) marks.
- 3) Start each question on a fresh page.

This paper consists of 3 printed pages.

PAPER NO: 549/15/S10-RESEARCH METHODS

QUESTION 1

- a) Highlight five (5) motives for carrying out research. (5 marks)
- b) Distinguish between, basic research and applied research. (10 marks)
- c) Explain three (3) benefits of a research report to a researcher. (3 marks)
- d) Outline two (2) ways in which a research benefits from a research project proposal. (2 marks)

QUESTION 2

- a) Outline any five (5) ethical considerations that are observed when carrying out research. (10 marks)
- b) Highlight five (5) disadvantages of observation as a method of collecting primary data. (10 marks)

QUESTION 3

- a) The following data shows the ages of workers of a lodge facility:

18	26	15	17	7	27	24	17	10	17
23	29	28	18	10	25	16	9	12	26
5	12	23	22	24	14	16	26	19	22

Required

Calculate;

- i) Mean age of the workers (4 marks)
- ii) Median age (4 marks)
- iii) Modal age (2 marks)
- b) Explain five (5) benefits of literature review to an investigator. (10 marks)

QUESTION 4

- a) Briefly explain the following research designs:
- i) Action research design (5 marks)
- ii) Evaluation research design (5 marks)

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- b) Identify and explain any five (5) elements a researcher should include in a research abstract. (10 marks)

QUESTION 5

- a) Examine any five (5) advantages of a questionnaire as an instrument for collecting primary data. (10 marks)
- b) Explain with the aid of examples the following levels of measurement scale and applicable variables:
- i) Interval scale (5 marks)
 - ii) Ordinal scale (5 marks)

QUESTION 6

- a) Explain the following terms as they are used in research:
- i) Hypothesis (2 marks)
 - ii) Focus group (2 marks)
 - iii) Census (2 marks)
 - iv) Reliability (2 marks)
 - v) Measurement (2 marks)
- b) Identify and explain two (2) types of questions that can be included in a questionnaire. (10 marks)

QUESTION 7

- a) Explain five (5) ethical considerations one should observe when conducting research with human participants. (10 marks)
- b) Explain five (5) benefits of research to a hospitality organisation of your choice. (10 marks)

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