



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

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

SUBJECT: Research Methods

PAPER NO: 549/15/S10

DURATION: 3 Hours

MARCH/ APRIL 2025 EXAMINATION

REQUIREMENTS

Silent non programmable calculator

INSTRUCTIONS TO CANDIDATE

- 1) Answer any five (5) questions.
- 2) Start each question on a fresh page.

This paper consists of 3 printed pages.

PAPER NO: 549/15/S10-RESEARCH METHODS

QUESTION 1

- a) Explain any five (5) characteristics of a poor research topic. (10 marks)
- b) Explain the steps of a research process. (10 marks)

QUESTION 2

Examine ten (10) characteristics of a good literature review. (20 marks)

QUESTION 3

Analyse the following research designs:

- a) Experimental research design. (4 marks)
- b) Descriptive research design (4 marks)
- c) Longitudinal research design (4 marks)
- d) Case study research design (4 marks)
- e) Cross sectional research design (4 marks)

QUESTION 4

- a) Explain any five (5) types of validity in research. (10 marks)
- b) Examine any five (5) differences between qualitative research and qualitative research. (10 marks)

QUESTION 5

- a) Explain any four (4) ethical considerations in research and how they can be mitigated. (8 marks)
- b) Explain action research and its value to the hospitality industry. (12 marks)

QUESTION 6

- a) Explain the benefits of using the following methods of data collection:
 - i) Surveys and questionnaires (2 marks)
 - ii) Experiments (2 marks)
 - iii) Observation (2 marks)

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- iv) Interviews (2 marks)
- v) Focus groups (2 marks)
- b) Explain the following methods of sampling::
 - i) Simple random sampling (2 marks)
 - ii) Stratified sampling (2 marks)
 - iii) Systematic sampling (2 marks)
 - iv) Purposive/ judgemental sampling (2 marks)
 - v) Quota sampling (2 marks)

QUESTION 7

- a) Analyse the benefits of quantifying qualitative data. (8 marks)
- b) The following data is given:

x	3	6	9	12	13	15	21	22
Frequency	3	4	5	2	4	5	4	3

Calculate:

- i) The mean (2 marks)
- ii) The standard deviation (3 marks)
- iii) The variance (2 marks)
- iv) The range (2 marks)
- v) The median (3 marks)

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