



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**TOURISM AND HOSPITALITY MANAGEMENT CULINARY ARTS, BAKING
TECHNOLOGY AND MANAGEMENT, FOOD AND BEVERAGE MANAGEMENT**

MODULE: Hospitality Research Methods

PAPER NO: 534/23/M09

DURATION: 3 Hours

OCTOBER / NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions.

This paper consists of 2 printed pages.

QUESTION 1

Describe any five (5) key steps involved in conducting a research study. (20 marks)

QUESTION 2

Explain any five (5) considerations when choosing a research topic. (20 marks)

QUESTION 3

Discuss any five (5) ethical issues for consideration when conducting a research. Explain how they can be overcome. (20 marks)

QUESTION 4

Compare and contrast quantitative research and qualitative research in the context of Tourism and Hospitality Industry. (20 marks)

QUESTION 5

- a) Briefly explain any five (5) types of validity. (10 marks)
- b) Examine any five (5) ways of improving the quality of research. (10 marks)

QUESTION 6

Describe any three (3) probability sampling procedures and any two (2) non probability sampling procedures. (20 marks)

QUESTION 7

Describe any five (5) types of research design giving examples. (20 marks)

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