



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER**

### **DIPLOMA IN FOOD & BEVERAGE MANAGEMENT/ DIPLOMA IN FOOD PRODUCTION**

**COURSE CODE: DFBM 025/ DFPP 025**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 12 MAY 2021**

**TIME: 11.30 AM - 2.30 PM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** *All exam rooms are under CCTV surveillance during the examination period.*

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) State the State the four key words which define formal research;
  - b) Apart from personal curiosity, state reasons for carrying out research;
  - c) In research, one eventually encounters the terms: “hypothesis” and “theory”. Briefly explain the difference;
  - d) Explain the difference between a general objective, and specific objectives in research;
  - e) Distinguish between valid and reliable data;
  - f) After data is collected, it can be used to provide two categories of information about the population. In this connection, distinguish, with an illustration for each, between descriptive and inferential statistics
  - g) Name any four (4) precautions that should be taken to minimize error in data collection;
  - h) Describe the criteria for a good research title;
  - i) A research publication should have an Abstract: state the use of an abstract, and what it should consist of;
  - j) Name usual sources of information for someone wishing to carry out research, and distinguish between journals and other source materials.
- [Total 40 Marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

Propose and illustrate with an example, the appropriate measurement scale for the following variables:

- a) The variation in the weight of loaves of bread from a bakery
- b) The degree of sweetness of a cake
- c) The preference for curry menu
- d) The motivation of restaurant staff in relation to the tipping behaviour of customers **[20 Marks]**

### **QUESTION THREE**

State and explain:

- a) The functions, and ,
- b) Components (elements) of:
  - (i) A good research Title;
  - (ii) The research Abstract.

**[20 Marks]**

**QUESTION FOUR**

- a) Using named examples, distinguish between descriptive and inferential statistics;
- b) Define the term: “Confidence Level” as used in research;
- c) Distinguish the usage of the terms: “Population” and “Sample”
- d) Explain the term “Sampling error” as understood in research;

**[20 Marks]**

**QUESTION FIVE**

- a) Give any five (5) reasons for carrying out research in the Hospitality industry;
- b) Any research instrument needs to be standardized, before it is used: explain how this should be done for a questionnaire.

**[20 Marks]**