

(2). Research methodology 2016/2017

(a). Briefly explain what is a research and why we do research in social science

(6 marks)

(b). Discuss the two models of research providing examples from your industry

(6 marks)

(c). "Scientific Research applies the scientific method in investigating a natural phenomenon or a technical problem" Critically evaluate the process of social science research in line with the scientific method.

(13 marks)

(Total 25 marks)

(3).

(a). Describe why it is important to know which research paradigm we are taking in our research.

(4 marks)

(b). Differentiate the positivism and constructivism research paradigms.

(9 marks)

(b). "Explanatory Research is a type of research that involves testing hypothesis and deriving that hypothesis from available theories" Do you agree with this statement? Justify your answer with relevant examples.

(12 marks)

(Total 25 marks)

(4).

"Research Design ensures that the evidence obtained enables us to answer the initial question as unambiguously as possible"

(a). Discuss the importance of a good research design

(10 marks)

(b). Critically evaluate use of **experimental research** and **social survey research** designs in research related to hospitality and tourism industry

(15 marks)

(Total 25 marks)

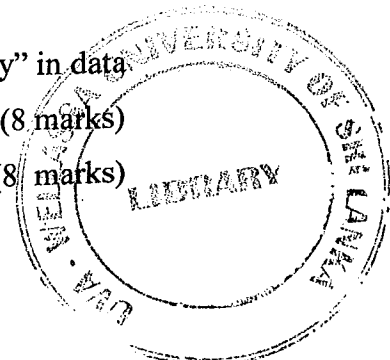
(5).

(a). Discuss the importance and how to make sure the "reliability and validity" in data collection process

(8 marks)

(b). Briefly explain the characteristics of a good research questionnaire

(8 marks)



- (c) "Transforming raw unorganized facts (data) in to information (processed, organized, structured and presented such that it is useful in the context. i.e. policy making, decision making) is known as data analysis" Discuss the four key roles of data analysis. (9 marks)

(Total 25 marks)

- (6). Write short notes on any **five (5)** of the following (5 marks for each)

- (a). Research Problem
- (b). Review of Literature
- (c). Formulating a Hypothesis
- (d). Simple Random Sampling
- (e). Types of Data
- (f). Content of a Research Proposal
- (g). Descriptive Statistics

(Total 25 marks)