



THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

DEPARTMENT OF INSTITUTIONAL MANAGEMENT
HIGHER DIPLOMA IN CATERING & ACCOMMODATION MANAGEMENT
END OF YEAR 1 EXAMINATIONS
NOVEMBER 2007
RESEARCH METHODS & PSYCHOLOGY
3 HOURS

Instructions to candidates:

This paper consists of TWO sections, A and B.

Answer each section separately.

Specific instructions are given for each section and the maximum marks for each part of a question are as shown.

This paper consists of 3 printed pages

Section A:

(50 marks)

Answer **ALL** questions from **PART I** and any **ONE** question from **PART II**

PART I:

- Q1. Explain the following research terminologies
- (i) Units of observation (ii) Problem statement
 - (iii) Statistics (iv) Parameter
 - (v) Hypothesis (5 marks)
- Q2. (a) Explain two reasons why research is carried out. (4 marks)
- (b) Name and explain two sources of knowledge in research methods. (6 marks)
- Q3. Discuss five source of information for a researcher. (10 marks)

PART II:

- Q4. (a) You have been asked to go to the library and carry out a literature review on your research topic. Describe in detail how you will go about doing this. (11 marks)
- (b) Discuss three factors that determine the scope of literature review. (6 marks)
- (c) Explain with examples how any four secondary sources of information are referenced at the end of the study. (8 marks)
- Q5. (a) Formulate a research topic of your choice. (5 marks)
- (b) Discuss the following as used in research
- (i) target population (ii) accessible population
 - (iii) sampling frame (iv) sample size (calculation it)
 - (v) sample (10 maks)
- (c) Differentiate between heterogeneous and homogeneous population in research. (6 marks)
- (d) Outline two various measuring scales in research. (4 marks)
- Q6. (a) Compare and contrast questionnaires and interviews as data collection instruments. (10 marks)

- (b) Discuss the importance of pre-testing a questionnaire. (5marks)
- (c) Outline three advantages of;
- (i) open-ended questions (ii) close-ended questions (6 marks)
- (d) Using an example explain the matrix type of questions. (4 marks)

SECTION B: PSYCHOLOGY

Answer questions SEVEN and any other TWO questions from this section.

Q7. Define the following term:

- (a) Attitude (b) Persuasion
(c) Conflict (d) Aggression
(e) Motivation (10 marks)

Q8. Advertisements, commercials, political speeches, editorials etc are all designed to try to persuade us to alter our views in some way.

- (a) Explain what would happen if we yielded to all the appeals. (8 marks)
- (b) Discuss three factors that would help us to resist efforts to make us change our view. (12 marks)

Q9. (a) Explain with examples any five types of conflicts you have observed at your place of work.

- (b) How would you solve the conflicts in 3(a) above? (10 marks)

Q10. Abraham Maslow came up with a hierarchy in which he classified human needs.

- (a) Draw a diagram to show this hierarchy (10 marks)
- (b) Discuss any five signs of poorly motivated workers. (10 marks)

Q11. (a) Distinguish between the following in problem solving.

- (i) Initial state (3 marks)
(ii) Operators (4 marks)
(iii) Goal state (3 marks)
- (b) Explain five reasons why people form wrong concepts. (10 marks)