



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT
3RD YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN

COURSE CODE: BLM 3312

COURSE TITLE: RESEARCH METHODS

EXAM VENUE:

STREAM: (BLM)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE and ANY other TWO questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE (30mks)

Effect of Logistics Outsourcing Practices on the Performance of Large Manufacturing Firms in Nairobi, Kenya

Outsourcing of services has become a common practice among large manufacturing firms worldwide and this is due to the various benefits that accrue to a firm as a result of outsourcing. Contracting out production of goods and services to a firm with competitive advantages in terms of reliability, quality and cost was found out to be the main driver of outsourcing. However the various studies covered have not extensively delved into logistics outsourcing practices in relation to the performance of large scale manufacturing firms. As a result, this study explored outsourcing practices viz a viz the performance of large manufacturing firms Nairobi, Kenya. The population of the study in this research was all the large scale manufacturing companies that are based in Nairobi. Stratified random sampling method was applied to come up with the sample size, since the population in different large manufacturing firms is considered heterogeneous, implying that a simple random sample would have been unrepresentative. The response rate was 83%. The results established that the firms were outsourcing transportation management, warehouse management and material handling management. The firms opted to outsource their services due to its advantages and its possible influence on organizational performance, as it enables the firms to focus on its core competencies. The outsourcing practices adopted by the large manufacturing firms will in the long run determine their survival as they would seek to reduce operating costs, improved customer satisfaction and timely delivery of services to clients which in turn increase productivity and reduce lead time and improved profits. The study confined itself to large manufacturing firms in Nairobi and the findings may not be applicable in other sectors as a result of uniqueness of the manufacturing firms. It is therefore recommended that the study is replicated in other service sectors to establish the logistics outsourcing services and performance. – Peterson Obara (UoN)

- a) Define research and Explain its significance in modern times. (4mks)
- b) Briefly describe the specific objectives of the above research (3mks)
- c) Describe the implication of sampling method chosen in this research (4mks)
- d) Differentiate between exploratory research and descriptive research. (4mks)
- e) Define bibliography and state its purpose in research? (3mks)
- f) Critique the abstract in line with its content, findings and summary. (4mks)
- g) Describe sources of a research topic (3mks)
- h) Describe factors that influence choice of research topic (3mks)
- i) What is the justification of Budgeting in the appendix section of a research? (2mks)

QUESTION TWO (20mks)

- a) "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss. (10mks)
- b) What is the difference between primary and secondary data? (4mks)
- c) Describe the importance of obtaining secondary data before primary data? (6mks)

QUESTION THREE (20mks)

- a) You had set to interview ten people, but during the actual data collection, only seven of the ten initially identified actually accepted to be interviewed. Explain how you would deal with such a situation in a real research process (10mks)
- b) "Because questionnaire design is an art it is useless to follow a rigid set of guidelines. Rather the process should be left entirely to the creativity and ingenuity of the researcher". Examine the relevance of this statement and give some guidelines on how a good questionnaire is constructed? (10mks)

QUESTION FOUR (20mks)

- a) What is the difference between probability and non-probability sampling? (6mks)
- b) Briefly explain the following terms:
 - i) Sampling frame
 - ii) Sampling unit (4mks)
- c) How would you select a sample of 150 students out of 3500 graduate students in a university? (5mks)
- d) What is convenience sampling? What are its limitations? (5mks)

QUESTION FIVE (20mks)

- a) Describe the steps involved in research process and the format of a research work.(10mks)
- b) Describe the importance of literature review (5mks)
- c) Highlight the qualities of a good literature review (5mks)