



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE MASTER OF LOGISTICS AND SUPPLY
CHAIN MANAGEMENT
1ST YEAR 2ND SEMESTER 2017/2018 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: MBM 5121

COURSE TITLE: RESEARCH METHODS

EXAM VENUE;

STREAM:

DATE

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 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.

You are the administrative assistant of a logistics division manager in a large company. You and the division manager have just come from the general manager's office, where you were informed that employee performance in your division is unsatisfactory. You had sensed tension among the workers but had not considered it unusual. The division manager calls you into the office after the meeting and instructs you to investigate the problem.

- a) Identify and clearly state the title of the research (2 Marks)
- (a) Clearly state the research problem in this situation (3 Marks)
- (b) List the variables in this context and label them with aid of a conceptual framework (5 Marks)
- (c) Develop four research objectives for this study (2 Marks)
- (d) Explain a of research design that will be appropriate for this study (3Marks)
- (e) Explain five sources of literature that you will use in the study (5Marks)

QUESTION TWO

- a) Explain two techniques used by researchers in data analysis (10 Marks)
- b) Explain five characteristics of scientific research (10 Marks)

QUESTION THREE

- a) Explain any three probability sampling techniques and any three non-probability sampling techniques adopted by researchers when conducting business research (12 Marks)
- b) distinguish between action research and applied research (4Marks)
- c) Explain the role of information technology in research process (4Marks)

QUESTION FOUR

- (a) "Research can be defined as organized and systematic study of phenomenon in order to discover new things, establish facts and reach new conclusions". Elaborate and give the possible motivations for conducting research (10 Marks)
- (b) Explain five characteristics of a good research design (10Marks)

QUESTION FIVE

- a) Explain various steps that you would follow in conducting research (10 Marks)
- b) Explain the differences between nominal, ordinal, interval and ratio scales (8marks)
- c) Explain validity in research (2marks)

QUESTION SIX

- a) Explain five problems researchers encounter in writing final reports and suggest ways of eliminating such problems (12marks)
- b) Distinguish between the following concepts:
 - i) Primary data and secondary data (2 Marks)

- ii) Quantitative and qualitative data (2 Marks)
- iii) Direct questions and indirect questions (2 marks)
- iv) Open-ended and closed ended questions (2 marks)