

QUESTION ONE (30 MARKS)

- a. Identify the Four Ps that social science research revolves around. (4 marks)
- b. Outline the key steps followed in qualitative data analysis. (8 marks)
- c. Explain some of the ethical principles that various codes seek to address. (8 marks)
- d. “Research is a process of collecting, analyzing and interpreting information to answer questions.” Describe Five characteristics of research. (10 marks)

QUESTION TWO (20 MARKS)

- a) i) Distinguish between Pure and Applied research. (4 marks)
ii) Explain Four classifications of research from the viewpoint of objectives. (8 marks)
- b) What are the reasons for reviewing literature in a research study? (8 marks)

QUESTION THREE (20 MARKS)

- a) Describe the ethical issues that concern research participants in a research activity? (10 marks)
- b) Suggest any Five areas that would be the subject of research in procurement. (10 marks)

QUESTION FOUR (20 MARKS)

- a. Identify the items considered during the preparation of research design, appropriate for a particular research problem. (10 marks)
- b. “The skill of purchasing lies in achieving an optimum combination of quality and price.” Briefly explain the key characteristics which such smart or intelligent customers require throughout the procurement cycle? (10 marks)

QUESTION FIVE (20 MARKS)

- a) “Observation can yield information which people are normally unwilling or unable to provide.” Explain the common types of observation? (10 marks)
- b) Discuss the advantages of telephone interviewing as a method of data collection. (10 marks)