

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
PROCUREMENT AND LOGISTICS MANAGEMENT**

BPLM 450: RESEARCH METHODS

STREAMS: BPLM Y4S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Attempt question ONE and any other TWO questions.**

QUESTION ONE

- Briefly explain what research is and describe the research process. (6 marks)
- Describe research design and distinguish between cross sectional and longitudinal research design. (6 marks)
- The organizing principle of literature review can either be chronologically or thematically structured. Explain. (6 marks)
- Discuss the sources of measurement errors in business research and suggest how the errors can be minimized in order to enhance the quality of research results. (6 marks)
- Briefly explain what is meant by operational definition. Choose any two concepts or constructs that are relevant to the field of purchasing and supply chain management and operationalize them. (6 marks)

QUESTION TWO

- Briefly explain sampling as adopted in research and using illustrations, distinguish between cluster sampling and stratified sampling. (10 marks)
- Briefly describe a research proposal and explain any four reasons that necessitates the preparation of the proposal. (10 marks)

QUESTION THREE

- (a) Literature review is a crucial component of any research process. Explain what literature review is clearly describing any six reasons for conducting literature review. (14 marks)
- (b) Using illustrations, distinguish between reliability and validity of measurements in business research. (6 marks)

QUESTION FOUR

- (a) Discuss any seven ethical considerations a research needs to adhere to in administering the questionnaires during data collection. (14 marks)
 - (b) From the point of view of the mode of enquiry, there are two types of research: quantitative research and qualitative research. Compare and contrast the two approaches. (6 marks)
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