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**CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT**

**INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT**

**RESEARCH METHODS & DATA ANALYSIS ADIP 06**

**FEBRUARY 2022**

**Note to Candidates**

The aim of this paper is to establish the general principles and applications involved in in Research Methods and Data Analysis. Candidates are encouraged to write critically and make use of relevant examples where applicable.

**Instructions to Candidates**

**Answer 4 Questions**

**3 HOURS**

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**Question 1**

1. What is the importance of knowing how to do research? **[12 marks]**
2. Highlight with practical examples different research approaches**. [13 marks]**

#### Question 2

1. Describe three ways in which statistics are used to analyse data, giving examples of the methods that can be used. **[15 marks]**
2. Define qualitative and quantitative data. Support your answer with examples. **[10 marks]**

**Question 3**

1. Why are questionnaires popular tools for Data Collection in Research? **[18 marks]**
2. Explain any qualities of a good questionnaire.  **[7 marks]**

**[25 marks]**

#### Question 4

With relevant examples explain the differences between primary and secondary data **[25 marks]**

**Question 5**

What is research and its characteristics?  **[25 marks]**

#### Question 6

a) What is random sampling?  **[10marks]**

(b) Discuss the importance of sampling size within market research.  **[15marks]**