



The Chartered Institute of Logistics and Transport

CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT
INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT
ADIP-06 RESEARCH METHODS & DATA ANALYSIS

November 2021

Note to Candidates

The aim of this paper is to establish a learner's understanding of 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 Question 1 in Section A and 3 Questions in Section B

3 HOURS

SECTION A

QUESTION 1 (Compulsory Question) [25]

Case study

The Production Director (PD) wants an attractive and sustainable packing for a new brand of powdered milk. The Research Advisor is suggesting a research using and experimental research design, the Production Director wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.

- What are the advantages and disadvantages of the experimental research [6]
- Explain any two types of research design you are familiar with [4]
- How could you advise the Production Director [15]

SECTION B

Total 75 marks

Question 2

Differentiate between;

- a) Descriptive statistics and inferential statistics [5]
- b) Research objectives and research questions [5]
- c) Probability sampling and Non-probability sampling [5]
- d) Nominal variables and Ratio variables [5]
- e) References and bibliography [5]

Question 3

Explain in detail the merits and demerits of different methods of collecting primary data. [25]

Question 4

- a) Explain the concept of regression. [5]
- b) Explain different sources of secondary data and the precautions in using secondary data. [20]

Question 5

“Research is much concerned with proper fact finding, analysis, interpretation and evaluation.” Discuss data interpretation and evaluation as fundamental components of research process. [25]