



INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

RESEARCH METHODS AND DATA ANALYSIS

ADIP06

November 2023

Note to Candidates

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

Instructions to Candidates

- < Duration of examination: **3 hours**
- < **ANSWER ANY FIVE (5) QUESTIONS**
- < Questions may be answered in any order
- < Allocation of marks is indicated alongside each question
- < Credit will be given for citing relevant examples
- < Write legibly

Question 1

With illustrations, explain the main purposes of business research. **(20 marks)**

Question 2

Differentiate between nominal, ordinal, interval and ratio scales with practical examples of each. **(20 marks)**

Question 3

With the aid of examples, examine the assertion that quantitative research yields more authentic data than qualitative research. **(20 marks)**

Question 4

Discuss different forms of data display methods that can be used by a researcher. **(20 marks)**

Question 5

Critically explain the fundamental features that guide a researcher in choosing appropriate sampling techniques for a research study. **(20 marks)**