



**The Chartered
Institute of Logistics
and Transport**

INTERNATIONAL ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT

RESEARCH METHODS AND DATA ANALYSIS

ADIP06

NOVEMBER 2024

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 TO ANY FOUR (4) 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

- a) Differentiate between Primary and secondary sources of data. **(5 marks)**
- b) Why would you opt for a sample rather than the census in research. **(5 marks)**
- c) Is research of any significance to the business of today? Discuss with examples. **(15 marks)**

QUESTION 2

Citing a business, you are familiar with, discuss the relevance of research ethics in business research methods. **(25 marks)**

QUESTION 3

Discuss the main distinguishing characteristics of quantitative and qualitative research methodologies. Use practical research methods examples to advance your argument.

(25 marks)

QUESTION 4

- a) Explain the relevance of Statistics in research. **(3 marks)**
- b) Explain the four measurement scales of data in research. **(12 marks)**
- c) Explain the relevance of reviewing literature in research. **(10 marks)**

QUESTION 5

Data presentation is done after data analysis to bring out a clear picture of the information collected. With clear illustration discuss any five graphical techniques a researcher can use to present data. **(25 marks)**