



**STRATHMORE INSTITUTE
DIPLOMA IN INTERNATIONAL RELATIONS
END OF SEMESTER EXAMINATION
DIR 1101 - Basics of project and proposal writing**

DATE: 14th August 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on this question paper.

QUESTION ONE – COMPULSORY QUESTION

1a) Market research is a proven and practical method to answer critically important business questions in a reliable manner. Using relevant examples, discuss at least 15 importance of research in business management. **(15Marks)**

1b) An International Non-Governmental Organization (INGO) want to start a project targeting women in your locality. You have been appointed to guide the process and part of your assignment is to identify the most appropriate type of research you will use to get women involved in the process. Identify the type of research you will use with the community and explain at least 10 reasons why such research type is appropriate. **(12Marks)**

1c) Briefly discuss four (4) characteristics of a research design. **(8Marks)**

QUESTION TWO

The fight between Kenya and Somalia over the exact boundary along the Indian Ocean has been there in the recent past. As a graduate in International Relation and a researcher, you have been appointed by the Ministry of Foreign Affairs in Kenya to help the ministry develop a research design that would address this challenge. Discuss the step by step how you would help solve the problems using a systematic research approach. **(15Marks)**

QUESTION THREE

A group of graduates from Strathmore University who were taking a Diploma in International relations want to start a Community Based Organization (CBO) that will operate in Lamu County, one of the worst performing County in education in Kenya. They have approached you to advise them on where and how to get funding for starting a Community Library. Discuss ten possible sources of funds you will advise them to consider for their initiative. **(15Marks)**

QUESTION FOUR

After University you teamed up with two of your classmates, one from DRC and another one from Southern Sudan. You have agreed to set up an international tour company that will link many young professionals from Kenya, DRC and Southern Sudan to their preferred tourist

destinations across the globe. What are the key steps you will follow to get your business financed? **(15Marks)**

QUESTION FIVE

You have been invited for an interview with United Nation development Programme (UNDP) as their Monitoring and Evaluation Coordinator and during the interview, the panel ask you two sets of questions which you are supposed to answer with relevant examples for you to get the job:

- i) The main difference between Basic research and Applied Research? **(10Marks)**
- ii) Briefly discuss at least 6 types of action or applied research **(12Marks)**