



Strathmore
UNIVERSITY

STRATHMORE UNIVERSITY BUSINESS SCHOOL
BACHELOR OF SUPPLY CHAIN MANAGEMENT
END OF SEMESTER EXAMINATIONS
BSCM 3201: RESEARCH METHODOLOGY

Date: 5th December 2023

Time: 13:00-15:00

INSTRUCTIONS:

- 1) This paper consists of **FIVE** questions
- 2) Answer Question **ONE** (COMPULSORY) and any other **TWO**

QUESTION ONE **(30 marks)**

a) Research is a critical component of advancing knowledge and understanding in various fields. The motivations for carrying out research can vary depending on the discipline, the researcher's interests, and the research question. Describe **SIX** motivations for carrying out research.

(12 marks)

b) Explain **EIGHT** steps of conducting a scientific research.

(12 marks)

c) What are the **FOUR** key features of a good research design? Provide examples to illustrate your answer.

(6 marks)

QUESTION TWO **(20 marks)**

A comprehensive literature review is an essential part of any research project. It involves a critical analysis of existing literature on a particular topic to identify gaps in knowledge, inconsistencies,

and areas for further research. What are the **TEN** key consideration when conducting a comprehensive literature review?

QUESTION THREE **(20 marks)**

You are tasked with designing a research study to investigate the effectiveness of Africa Climate Summit held in Nairobi, Kenya in September 2023 on climate awareness outcomes by participating African countries. Develop a research design that includes the following components:

- Research question,
- Research design,
- Data collection,
- Data analysis
- Ethical considerations.

QUESTION FOUR **(20 marks)**

Explain the difference between probability and non-probability sampling techniques. Provide **THREE** examples of each and discuss the advantages and disadvantages of each sampling technique.

QUESTION FIVE **(20 marks)**

Discuss **FIVE** differences between qualitative and quantitative research methods. Provide one example in each case when each method would be appropriate.