



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

HOMA-BAY CAMPUS

ABA 443: PROCUREMENT AND SUPPLY CHAIN RESEARCH

Date: 10th June, 2017

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Attempt question ONE and any other THREE questions.

QUESTION ONE (25 MARKS)

- a) Explain what role research hypotheses do play in any research (4 marks)
- b) Identify *any five* ethical criteria recommended for a procurement and supply chain research study. (5 marks)
- c) Identify and briefly describe *any three* research characteristics. (6 marks)
- d) Identify and briefly explain some of the factors affecting the quality of the research work. (10marks)
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QUESTION TWO (15 MARKS)

- a) Describe the reasons for conducting literature review in a research study. (5 marks)
- b) Describe the types of research designs given below: (10 marks)
- i. Case Study
 - ii. Descriptive design
 - iii. Experimental design
 - iv. Exploratory design
 - v. Historical design

QUESTION THREE (15 MARKS)

- a) Differentiate between the following terminologies in a procurement and supply chain research. (5 marks)
- i. Validity
 - ii. Reliability

- b) "Research design is a very significant component of any research work. However, there are a number of factors that affect the choice of a research design." Identify and briefly explain these factors that affect the choice of a research design. (10marks)

QUESTION FOUR (15 MARKS)

- a) Differentiate between the following sampling techniques? (6 marks)
- i. Quota Sampling
 - ii. Snow Balling
- b) "Several methods can be used to gathering information about a situation, person, Problem or phenomenon." Identify and hence discuss any three of these methods (9marks)

QUESTION FIVE (15 MARKS)

- a) Give and briefly explain *any three* limitation of a qualitative approach to a research work. (5 marks)
- b) Identify and expound briefly *any five* benefits of using a quantitative research approach to a researcher. (10marks)

QUESTION SIX (15 MARKS)

- a) Give *at least three* merits of mail questionnaire? (5 marks)
- b) Research can be conducted for varied reasons. Identify and briefly explain *any five* of such reasons for conducting procurement study. (10 marks)