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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FOR THE DIPLOMA IN PROCUREMENT & SUPPLIES
MANAGEMENT
DCU 1005: RESEARCH PROJECT

Date:
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) A large hospital network is exploring ways to enhance patient care and reduce healthcare costs.
- Using 5 relevant examples, explain the significance of research in driving innovation, improving clinical outcomes, and informing healthcare policies within hospitals. **(5 Marks)**
 - Explain 5 roles of research in advancing medical knowledge. **(5 Marks)**
 - Discuss 5 best practices for integrating research into hospital operations. **(5 Marks)**
- b) A nonprofit organization offers educational programs to underserved communities and aims to assess program effectiveness.
- Using 5 examples, explain the importance of identifying research questions and objectives in evaluating educational programs. **(5 Marks)**
 - Formulate 5 research questions focused on student outcomes, program impact, and participant satisfaction. **(5 Marks)**
 - Using 5 examples, discuss how setting objectives can inform program design, implementation strategies, and performance evaluation metrics. **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) A multinational corporation is considering expanding its market presence into emerging economies.
- Using 5 examples, discuss the importance of conducting a literature review as part of the research project design. **(5 Marks)**
 - Outline 5 key topics and sources the corporation should consider in the literature review process to inform its market expansion strategy effectively. **(5 Marks)**
- b) A manufacturing company aims to enhance product quality and reduce defects in its production processes. Using 5 examples, explain the importance of data collection techniques in monitoring and improving quality control measures. **(5 Marks)**
- c) Recommend 5 methods that will be effective for collecting and analyzing production data effectively. **(5 Marks)**

QUESTION THREE (20 MARKS)

- a) You are a student in psychology interested in studying the effects of social media on adolescent mental health.
- i. Discuss 5 factors that you would consider you would when selecting your research topic. **(5 Marks)**
 - ii. Using 5 examples, explain how you would narrow down your focus within the broad area of social media and mental health to formulate a specific research question? **(5 Marks)**
- b) A manufacturing company is undergoing a significant organizational restructuring to adapt to changing market dynamics.
- i. Using 5 examples, discuss the importance of research design and methodology in studying the impact of organizational change on employee morale and productivity. **(5 Marks).**
 - ii. Outline 5 appropriate research methods, used to capture and analyze data on organizational change processes and outcomes. **(5 Marks)**

QUESTION FOUR (20 MARKS)

- a) You are conducting a qualitative research study exploring the experiences of survivors of domestic violence.
- i. Using 5 examples, discuss the ethical considerations you would need to address when conducting interviews and collecting sensitive data from participants. **(5 Marks)**
 - ii. Explain how you would ensure that participants' confidentiality is maintained, and their autonomy and dignity are respected throughout the research process? **(5 Marks)**
 - iii. Explain 5 challenges that you might encounter as you conduct the research **(5 Marks)**
 - iv. Explain 5 advantages of using interviews. **(5 Marks)**

QUESTION FIVE (20 MARKS)

- a) A technology company is developing artificial intelligence (AI) algorithms for facial recognition software.
- i) Using 5 examples, explain 5 ethical implications of AI research and data security in the technology sector. **(5 Marks)**
 - ii) Discuss 5 concerns related to algorithm bias, data privacy, and potential misuse of facial recognition technology. **(5 Marks)**
 - iii) Recommend 5 ethical guidelines and regulatory frameworks to mitigate risks and protect individual rights in the development and deployment of AI systems. **(5 Marks)**
 - iv) Using 5 examples discuss the benefit of researching about artificial intelligence **(5 Marks)**