



The Chartered  
Institute of Logistics  
and Transport

The  
Management  
University  
of Africa



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**CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT**

**(CILT) EXAMINATIONS IN COLLABORATION WITH**

**MANAGEMENT UNIVERSITY OF AFRICA**

**ADVANCED DIPLOMA IN LOGISTICS AND TRANSPORT**

**DISSERTATION**

**DATE: 22ND FEB 2018**

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**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

## QUESTION ONE

### CASE STUDY-COCA COLA IN THAILAND

Coca-Cola took the top position among the Top 10 Global Brands 2008 for the eighth year in a row, since it was created in 1886 by John Pemberton, a pharmacist in Atlanta, United States. In 2003, Coca-Cola became the world's largest manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups. Now Coca-Cola sells more than 400 brands in 200 countries and had the highest market share amongst other carbonate drinks in the world by more than 70% of its income outside the United States.

For many years Coca-Cola has been known as the world leader in carbonated soft drink especially in Europe and South America. But in some Asia markets including Thailand, Coca-Cola still trail its biggest rival, Pepsi CO. Despite loss of business situation in Thailand, Coca-Cola still remains a global brand available in most countries in the world, sharing strategic principles, positioning and marketing, including carrying the same brand name or logo. The company is also recognized by the importance of adaptation/localization in overseas by responding to each target market's need and wants, focusing more on the market; economy, culture and region. Moreover, Coca-Cola tries to approach the target consumers by decentralizing the operation and marketing, trusting more on the ideas and decisions made by individual local company not from its Atlanta head quarter (NewYork Times, 2000). These are the ways to reach every target consumer in the world as the mantra of CEO and Chairman of the company, Doug Daft in 2000 said: *"To be within an arm's search of desire.....Always, everywhere Coca-Cola, think local, act local, people don't buy drinks globally, We need to make our advertising as relevant as possible to local markets"*.

#### Required:

- a. In your own opinion, was Coca-Cola in need of doing research in Thailand?  
(10 marks)
- b. Discuss two types of research that Coca-Cola could have conducted in Thailand.  
(8marks)
- c. Analyse the Characteristics of a good research.  
(7Marks)

## QUESTION 2

- a) Discuss factors that determine the scope of a research study (8marks)
- b) Differentiate between Primary sources and Secondary sources.  
(7marks)



### QUESTION 3

- (i) Discuss the objective of ethics in research. (3marks)
  
- (ii) Explain the ethical considerations that must be observed in research (6 marks)
  
- (iii) Discuss the essentials of a research design (6 marks)

### QUESTION 4

- (a) Differentiate Descriptive research design from Causal research design. (8marks)
  
- (b) Explain the importance of sampling in research (7marks)

### QUESTION 5

Define the following terms used in research

- i) Population
- ii) Census
- iii) Sample
- iv) Measurement
- v) Sampling technique

### QUESTION 6

- a. Discuss the various levels of measurement (8Marks)
  
- b. Enumerate the benefits of using interviews for collecting information (7marks)

QUESTION 1

(a) Explain the importance of sampling in research. (10 marks)

(b) Explain the importance of sampling in research. (10 marks)

QUESTION 2

Define the following terms used in research:

- i) Population
- ii) Census
- iii) Sample
- iv) Measurement
- v) Sampling technique

QUESTION 3

a. Discuss the benefits of using interviews for collecting information. (10 marks)

b. Discuss the benefits of using interviews for collecting information. (10 marks)

c. Discuss the benefits of using interviews for collecting information. (10 marks)

d. Discuss the benefits of using interviews for collecting information. (10 marks)

e. Discuss the benefits of using interviews for collecting information. (10 marks)

f. Discuss the benefits of using interviews for collecting information. (10 marks)