

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS AND  
AGRIBUSINESS MANAGEMENT

AGEC 312: RESEARCH METHODS

STREAMS: AGEC, AGBM (Y3S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

8.30 A.M. – 10.30 A.M.

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INSTRUCTIONS:

- (i) Answer all questions in section A and any Three in section B
- (ii) Answer each question on separate pages

SECTION A

QUESTION ONE

- (a) Explain the following types of researches
  - (i) Correlation research [3 marks]
  - (ii) Descriptive research [3 marks]
  - (iii) Social survey [3 marks]
- (b) Describe the steps that a researcher is likely to undertake in sampling Design. [8 marks]
- (c) Consider the following problematic situation,  
With airline deregulation, there were price wars among the various airlines that cut costs in different ways. According to reports, the airlines faced charges of air safety violation where there were several near collisions in midair and one accident that resulted in the recent years. Further, important factors that seem to have influenced these are poor communication among the cockpit crew members themselves, poor coordination between ground staff and cockpit crew, minimal training given to cockpit crew, and management philosophy that encouraged a decentralized structure. It would be nice to know if these factors did indeed contribute to the safety violation, and if so, to what extent.

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### Required:

- (i) Develop at least four research objectives from the above problematic situation. [4 marks]
- (ii) Develop at least four research hypotheses from the above problematic situation. [4 marks]

## SECTION B

### QUESTION TWO

- (a) An abstract is a consideration of the final report. Discuss the contents that a researcher should include in the abstract. [5 marks]
- (b)
  - (i) Describe the meaning of a variable. [2 marks]
  - (ii) Describe the different types of variables that a researcher is likely to encounter while doing a research on “Factors influencing Poultry Farmers” decision to adopt the use of Battery system of production”. [8 marks]

### QUESTION THREE

- (a) Describe the types of questions that researcher can input in a questionnaire while conducting a research. Include examples of such questions. [8 marks]
- (b) Illustrate the pertinent characteristics of the scientific research methods. [7 marks]

### QUESTION FOUR

- (a) Describe what is meant by Snowball sampling. [2 marks]
- (b) Describe the procedure you would use in snow ball sampling. [4 marks]
- (c) Differentiate between hypotheses and research questions. Under what circumstances can a researcher use each one of them? [5 marks]
- (d) What are the considerations that a researcher should input a problem statement. [5 marks]

### QUESTION FIVE

- (a) Discuss the following classes of measurement scales
  - (i) Nominal scale [2 marks]
  - (ii) Ordinal scale [2 marks]
  - (iii) Interval scale [2 marks]
  - (iv) Ratio scale [2 marks]

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- (b) Discuss the sources of errors in measurement [4 marks]
- (c) In hypothesis testing, the main question is whether to accept the null hypothesis or not to accept the null hypothesis. Briefly outline procedure for hypothesis testing. [3 marks]
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