

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF AGRIBUSINESS MANAGEMENT

AGBM 891: RESEARCH METHODS

STREAMS: MSC AGBM Y1S2

TIME: 3 HOURS

DAY/DATE: TUESDAY 07/08/2018

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- Answer all questions in Section A and any three in section B.
- Answer each question on separate pages.

SECTION A

SECTION A: ANSWER ALL QUESTIONS (25 MARKS)

1. (a) Discuss the following
 - (i) Design of the research project. (2 marks)
 - (ii) Motivation in research (2 marks)
 - (iii) Criteria for good research (2 marks)
- (b) Discuss four possible sources of errors in measurement. (4 marks)
- (c) Discuss three tests of sound measurement that an agribusiness researcher can employ while undertaking an agricultural research. (6 marks)
- (d)
 - (i) Define cluster sampling. (1 mark)
 - (ii) Explain the steps involved in cluster sampling. (5 marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

2. (a) Discuss five variables of evaluation research. (10 marks)
(b) Discuss five pertinent components of research problem. (5 marks)
3. (a) Discuss the purpose of literature review in a research. (10 marks)
(b) Discuss five characteristics that are unique to the case study method of research. (5 marks)
4. (a) “Experimental method of research is not suitable in management fields such as Agribusiness management.” Discuss five problems associated with this research design in a business organization. (10 marks)
(b) Discuss ten guiding considerations when designing a good questionnaire. (5 marks)
5. (a) Processing data implies editing, coding, classification and tabulation. Describe these four operations pointing out the significance of each in the context of research study. (10 marks)
(b) Describe how references from journals are documented. (5 marks)
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