

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

AGEC 312: COURSE TITLE: RESEARCH METHODS

STREAMS: AGBM (Y3S1) ODEL

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 16/04/2025

8.30 A.M. – 10.30 A.M.

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) Briefly explain the following types of research:
 - i. Descriptive research (3 marks)
 - ii. Analytical research (3 marks)
 - iii. Applied research (3 marks)
- b) Explain five differences between qualitative and quantitative research methods (5 marks)
- c) Discuss the four key elements that a research proposal should include (4 Marks)
- d) Discuss four importance of research in agribusiness management (4 Marks)
- e) Discuss the ethical issues that researchers must consider when conducting a study (3 Marks)

SECTION B

QUESTION TWO

- a) Discuss five advantages of using random sampling in research (5 marks)
- b) Explain the types of errors that can occur during data collection (4 marks)
- c) Discuss six factors that influence the choice of a research method (6 marks)

QUESTION THREE

- a) Describe the different types of data collection methods used in research. Include examples of each method (8 marks)
- b) Illustrate the six key steps involved in the research process (7 marks)

QUESTION FOUR

- a) A research report is a detailed account of a study. Discuss the main sections that should be included in a research report (5 marks)
- b) Discuss the role of hypotheses in research (2 marks)
- c) Describe eight variables that a researcher might encounter when conducting a study on "Factors Affecting the Adoption of Climate Smart Agricultural Practises in Kenya." Explain how each variable can be measured (8 marks)

QUESTION FIVE

- a) Explain five characteristics of a good research problem (5 marks)
 - b) Explain five criteria for evaluating the reliability of research findings (5 marks)
 - c) Describe five benefits of conducting a pilot study before the main research (5 marks)
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