



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF AGRICULTURE AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF AGRIBUSINESS MANAGEMENT

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE
IN AGRIBUSINESS MANAGEMENT**

KCU 301: RESEARCH METHODS FOR AGRIBUSINESS

Date: 29/11/2016

Time: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer ALL questions in section A and ANY TWO questions in section B

SECTION A: 30 MARKS

QUESTION ONE (COMPULSORY)

- a) Define the following terms used in research
- i) Validity (2 marks)
 - ii) Reliability (2 marks)
 - iii) Plagiarism (2 marks)
 - iv) Hypothesis (2 marks)
 - v) Dummy variable (2 marks)
- b) Explain five characteristics of a good business and management research project. (5 marks)
- c) Differentiate between the following terms
- i) Objectivism and subjectivism (2 marks)

- ii) Induction and deduction (2 marks)
 - iii) Basic research and applied research (2 marks)
 - iv) Census and sample (2 marks)
 - v) Type I error and Type II error (2 marks)
- d) Describe five non-probability sampling methods. (5 marks)

SECTION B: 40 MARKS

QUESTION TWO (20 MARKS)

- a) Discuss four threats to reliability in research (8 marks)
- b) Explain how you can address any four ethical issues while undertaking an agribusiness research project (12 marks)

QUESTION THREE (20 MARKS)

- a) Suppose you are carrying out a study on milk marketing in Kenya and have no resources to collect primary data
 - i) State four potential sources of data for your study (4 marks)
 - ii) State four potential challenges of using data from such sources (4 marks)
- a) Discuss six factors you would consider in selecting a research topic for your final year agribusiness management research project. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the following research design strategies
 - i) Experimentation (7 marks)
 - ii) Survey (5 marks)
- b) Suppose you are carrying out a survey to determine the level of customer satisfaction with a new maize flour brand in Kenya. Describe four sampling methods you can use to maximize external validity of your findings. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Explain four reasons literature review is important in research (8 marks)
- b) A researcher has just collected data on farm productivity, incomes, land size and household demographic and socioeconomic characteristics across five counties in Kenya. Describe the techniques she can use to analyze the data (12 marks)