



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 301: RESEARCH METHODS FOR AGRIBUSINESS

DATE: 28/11/2019

TIME:8.30-10.30 AM

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## INSTRUCTIONS:

Answer question one and two other questions

### QUESTION ONE (30 MARKS)

- a) Define the following terms used in research
  - i. Dummy variable (1 mark)
  - ii. Validity (2 marks)
  - iii. Plagiarism (2 marks)
  - iv. Snowball sampling (2 marks)
  - v. Inductive approach (2 marks)
  - vi. Interpretivist approach (2 marks)
- b) Describe “Focus Group Discussion” as a research design (4 marks)
- c) Explain four reasons literature review is important in research (4 marks)
- d) Outline five characteristics of a good business management research project (5 marks)
- e) Explain six factors you would consider in selecting a research topic for your final year agribusiness management research project (6 marks)

### QUESTION TWO (20 MARKS)

- a) Explain how you can address any four ethical issues while undertaking an agribusiness research project (8 marks)
- b) You are carrying out a survey on farmer adoption of a new high-yielding crop variety in Baringo County. Using any three probabilistic sampling methods, explain how you would select farmers for the survey (12 marks)

### **QUESTION THREE (20 MARKS)**

- a) Show how the following literature sources will appear in the “references” section:
- i. A third edition book entitled Financial Management in Agribusiness, published in 2013, by Macmillan Inc. in London, authored by Edward Carlson Clay (2 marks)
  - ii. An article entitled Determinants of Firm Profitability, written by Ann Auma Onyango-Kombo and Michael P Kamau published on pages 132-145 in the fifteenth volume of the Journal of Agribusiness Management, in 2008 (3 marks).
- b) The government has contracted you to carry out research on agricultural marketing in Kenya. Describe the process your research will take (15).

### **QUESTION FOUR (20 MARKS)**

- a) Discuss four threats to reliability in research (8 marks)
- b) You have been asked to carry out research on employee turnover in agribusiness enterprises. Describe the sections of your research proposal, explaining the contents of each section (12 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Describe the following research design strategies
- i. Case study (4 marks)
  - ii. Experimentation (8 marks)
- b) Explain four methods you can use to present results from analysis of research data (8 marks)