



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF AGRICULTURAL SCIENCE

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE

IN AGRIBUSINESS MANAGEMENT AND TRADE

KCU 301: RESEARCH METHODS FOR AGRIBUSINESS

DATE: 5/12/2017

TIME: 8.30-10.30 am

Instructions:

Answer question one and any other two questions

Question ONE (30 MARKS)

- a) Define the following terms used in research
 - i. Validity (2 marks)
 - ii. Dummy variable (2 marks)
 - iii. Hypothesis (2 marks)
 - iv. Reliability (2 marks)
 - v. Plagiarism (2 marks)
- b) Differentiate between the following terms
 - i. Census and sample (2 marks)
 - ii. Type I error and Type II error (2 marks)
 - iii. Objectivism and subjectivism (2 marks)
 - iv. Induction and deduction (2 marks)
 - v. Basic research and applied research (2 marks)
- c) Explain five characteristics of a good business management research project (5 marks)
- d) Describe “survey” as a research design strategy (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss four threats to reliability 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)

QUESTION THREE (20 MARKS)

- a) Explain how you can address any four ethical issues while undertaking an agribusiness research project (12 marks)
- b) Suppose you are carrying out a study on coffee 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)

QUESTION FOUR (20 MARKS)

- a) Discuss six factors you would consider in selecting a research topic for your final year agribusiness management research project (12 marks)
- b) Suppose you are carrying out a survey to determine the level of customer satisfaction with a new yoghurt brand in Kenya. Describe four sampling methods you can use to maximize external validity of your findings (8 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the following research design strategies
 - i. Focus group research (5 marks)
 - ii. Experimentation (7 marks)
- b) Explain four reasons literature review is important in research (8 marks)