



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT AND TRADE)

AGB 301: RESEARCH METHODS FOR AGRIBUSINESS

DATE: 11/8/2021

TIME: 11.00-1.00 PM

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## INSTRUCTIONS:

Answer **Question ONE** and **ANY TWO** other questions

### QUESTION ONE (30 MARKS)

- a) Differentiate between the following terms used in agribusiness research:
  - i. Induction approach and deduction approach (2 marks)
  - ii. Deontological view and teleological view of research ethics (2 marks)
  - iii. Negatively skewed data and positively skewed data (2 marks)
- b) Giving examples:
  - i. Elaborate on the three forms of plagiarism in research (3 marks)
  - ii. Explain three reasons researchers should be careful about plagiarism (3 marks)
- c) With examples, describe four elements of an agribusiness research design (4 marks)
- d) Explain four factors that govern choice of sample size in surveys (4 marks)
- e) Explain five factors a student should consider when selecting a research topic for their final year agribusiness management research project (5 marks)
- f) Describe the process to be followed when carrying out a scientific study on human resources management in Kenyan agribusinesses (5 marks)

### QUESTION TWO (20 MARKS)

- a) Researchers must ensure that their research is ethical.
- i. Highlight four ethical issues in research (2 marks)
  - ii. Explain how each of the issues in (i) above can be addressed (6 marks)
- b) You are carrying out a survey on farmer adoption of organic farming in Nyeri County. Explain any three probabilistic sampling methods you can use any to select farmers to participate in the survey (12 marks)

### QUESTION THREE (20 MARKS)

- a) i Explain the meaning of the term “validity” as used in agribusiness research (2 marks)
- ii Suppose you are hired to conduct a study on effect of improved maize varieties on maize yields in Kenya. Explain four research strategies you would use to enhance validity (8 marks)
- b) You have been asked to carry out research on farm incomes in Kenya and you intend to use questionnaire method for data collection. Explain five ways of making the questionnaire more effective in collecting the data (10 marks)

### QUESTION FOUR (20 MARKS)

- a) A researcher was given secondary data on tea output from farmers in two counties. The data consists of farmers gender, education level, age, tea acreage, fertilizers and labor used and household size. Explain four statistical methods the researcher could use to analyze the data (8 marks)
- b) You would like to carry out research on potato marketing in Nyandarua County and are required to submit a proposal to the County Government for funding. Describe the sections of the research proposal (12 marks)

### QUESTION FIVE (20 MARKS)

- a) Discuss four threats to **reliability** in agribusiness management research (8 marks)
- b) Describe how you would use the following research strategies in agribusiness management research:
- i. Focus group research (4 marks)
  - ii. Experimentation (8 marks)