



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 310: RESEARCH METHODS IN AGRIBUSINESS

DATE: Tuesday, 29th March, 2011

TIME: 8.00 a.m. – 10.00 a.m.

INSTRUCTIONS:

Answer question **ONE** and any other **TWO**.

1. a) Define the following terms:
 - i) Research (2 marks)
 - ii) Sample (2 marks)
 - iii) Variable (2 marks)
 - iv) Hypothesis (2 marks)
 - v) Data (2 marks)
- b) State five purposes of an agribusiness research (5 marks)
- c) Give five characteristics of a good agribusiness problem statement. (5 marks)
- d)
 - i) Discuss the importance of literature review (6 marks)
 - ii) List four indicators of a good review of literature (4 marks)
- e) Discuss the following terms:
 - i) Population validity (1 mark)
 - ii) Target population (1 mark)
 - iii) Probability sampling (1 mark)
 - iv) Sampling error (1 mark)
 - v) Properties of a standard normal curve (1 mark)

- f) Compare and contrast questionnaires and interviews as research instruments. (5 marks)
- 2.
 - a) Discuss the various types of reliabilities and validities in agribusiness research (5 marks)
 - b) Explain the techniques of estimating each of the above. (5 marks)
 - c) Differentiate between internal and external validity of a study. (5 marks)
- 3.
 - a) Differentiate between descriptive and inferential statistics. (5 marks)
 - b) State the advantages of standard deviation over other measures of variability. (5 marks)
 - c) Write down an example of a simple regression model and explain the different parameters. (5 marks)
- 4. You have been sponsored to undertake a research on the effect on HIV/AIDS on agribusiness labour market.
 - a) Discuss five logical issues to consider (5 marks)
 - b) Discuss five ethical considerations that you would bear in mind. (5 marks)
 - c) What type of research is this and why? (5 marks)