



## KENYATTA UNIVERSITY

### UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF  
AGRIBUSINESS AND TRADE, INTEGRATED SOIL FERTILITY MANAGEMENT,  
BREEDING, LAND AND WATER MANAGEMENT

**KCU 501: RESEARCH METHODS AND SCIENTIFIC WRITING.**

**DATE:** Monday 2<sup>nd</sup> April, 2012

**TIME:** 2.00 p.m. – 5.00 p.m.

---

#### **INSTRUCTIONS**

*Answer QUESTION ONE and ANY THREE OTHER questions.*

1. a) Distinguish between the following:
  - i. Participant and on-participant observation [2 marks]
  - ii. Justification and Significance of research [2 marks]
  - iii. Objective and hypothesis [2 marks]
  - iv. Case study and content analysis [2 marks]
- b) With an example, explain the meaning of causal comparative research. [4 marks]
- c) Indicate the scale of the following measures and explain reasons for the selected scale.
  - i. The concentration of calcium in a sample of milk in milligrams per litre. [2 marks]
  - ii) The positions of maize varieties in terms of consumer preferences by farmers in Kiambu County. [2 marks]
  - iii) The responses by farmers to the question. Do you sell milk through a farmers cooperative? Response: Yes or No. [2 marks]
- d) Explain the difference between internal and external validity of data in research. [4 marks]
- e) Give two examples of research questions that would require correlational research. [4 marks]
- f) Explain the principle of empirical evidence in research. [2 marks]

- g) State four disadvantages of searching the World Wide Web for literature. [4 marks]
- h) Explain two disadvantages of using structured questions in an interview schedule for data collection. [2 marks]
2. a) What is the difference between a sample and population? [2 marks]
- b) Discuss factors that a researcher may consider in deciding on the sample size. [8 marks]
3. a) What is the difference between data collection using questionnaires and interviews? [2 marks]
- b) Discuss advantages and disadvantages of using interviews in data collection. [8 marks]
4. A researcher conducting research using household interviews has completed data collection and entered all the data into the computer. Discuss steps necessary for effective analysis of these data. [10 marks]
5. A graduate student in second year of study has completed data collection and writing thesis. In addition the student has written a journal paper out of the research work and wishes to submit to peer reviewed journal. Discuss what reviewers of this paper are likely to look for in Abstract and Discussion sections. [10 marks]

.....