

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF AGRICULTURAL SCIENCES

BSc AGRICULTURE HONOURS DEGREE IN AGRIBUSINESS MANAGEMENT

MAIN PAPER

AG 217 : AGRIBUSINESS RESEARCH METHODS

INTAKE : SECOND YEAR FIRST SEMESTER

DATE : JANUARY 2021 TIME: 3HOURS

INSTRUCTIONS TO CANDIDATES

Answer any four questions

QUESTION ONE

- a) Highlight the role of research in agribusiness development. [10]
- b) Discuss the four differences between quantitative and qualitative data analysis. [8]

Discuss the various levels of measurement scales used in research. [7]

QUESTION TWO

- a) Briefly explain five characteristics of scientific research. [5]
- b) “The scientific community is a collection of people and a set of norms, behaviours, and attitudes that bind them together to sustain the scientific ethos”. In view of the above statement, discuss the five norms of the scientific community. [5]
- c) Research design can be thought of as the structure of research. It is the “glue” that holds all of the elements in a research project together. Identify and explain any four types of research designs. [10]
- d) Explain the characteristics of a good statement of the problem. [5]

QUESTION THREE

Develop a prototype research proposal on a topic of your own choice and state your title of the study, the background to the study, the research problem, three research objectives and a justification to the study. [25]

QUESTION FOUR

- a) A good research report is one which communicates the research findings to readers efficiently and effectively. State any five components of a research report that would be required to achieve the above objective. [5]
- b) State any five purposes of literature review in research proposal and any four qualities of an effective literature review. [9]
- c) State the different sources of literature and outline the procedure for carrying out literature review. [5]
- d) A recent market survey showed that from a randomly selected sample of people, who have adopted the pfumvudza concept, 155 are women and 169 are men. You are asked to test the claim that more than half of the adopters are men.
 - i) Write down appropriate null and alternative hypotheses for the test. [2]
 - ii) Briefly discuss the logical steps you would take to conduct the above test. [4]

QUESTION FIVE

- a) Discuss the pitfalls in questionnaire construction that must be avoided [10]
- b) What is the difference between pre-coded and post-coded questions? Discuss the main advantages and disadvantages of each. [10]
- c) Discuss the applicability of observation method in agribusiness research. [5]

QUESTION SIX

Two Agribusiness students were requested to carry out a study on the attitude of farmers towards a particular contract farming programme in a certain ward. The number of farmers registered for the programme for the last four years is as indicated below;

Year of contract farming	Male	Female	Total
1	400	200	600
2	800	400	1200
3	1200	600	1800
4	1600	1000	2600
Total	4000	2200	6200

Required;

- a) The students were undecided on whether they should take a sample or consider a census enquiry. Advise the students on the benefits of sampling and characteristics of a good sample. [6]
- b) Recommend, giving reasons, the best sampling technique for the study. [6]
- c) Show how they would arrive at a sample size of 20% of the total population using the sampling technique you have recommended. [8]

End of Question Paper