

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF AGRICULTURAL SCIENCES

MSc AGRIBUSINESS SYSTEMS MANAGEMENT AND DEVELOPMENT

MAIN PAPER

MASMD 114 : ADVANCED RESEARCH METHODS

INTAKE : FIRST YEAR FIRST SEMESTER

DATE : JANUARY 2021 TIME: 3HOURS

INSTRUCTIONS TO CANDIDATES

Answer any four questions

Answer any FOUR (4) questions.

1. (a) Provide definition of research with aid of examples. **[5]**
- (b) Describe the objectives of undertaking research. **[5]**
- (c) Explain the significance of research. **[10]**
- (d) Describe the different types of research approaches. **[5]**

2. (a) Distinguish between Research Methods and Research Methodology. **[14]**
- (b) Most major ski resorts offer family programs that provide ski and snowboarding instruction for children. The typical classes provide four to six hours on the snow with a certified instructor. The daily rate for a group lesson at 15 ski resorts follows.

Resort	Location	Daily Rate	Resort	Location	Daily Rate
Beaver Creek	Colorado	\$137	Okemo	Vermont	\$ 86
Deer Valley	Utah	115	Park City	Utah	145
Diamond Peak	California	95	Butternut	Massachusetts	75
Heavenly	California	145	Steamboat	Colorado	98
Hunter	New York	79	Stowe	Vermont	104
Mammoth	California	111	Sugar Bowl	California	100
Mount Sunapee	New Hampshire	96	Whistler-Blackcomb	British Columbia	104
Mount Bachelor	Oregon	83			

- (i) Develop a stem-and-leaf display for the data. **[9]**
 - (ii) Interpret the stem-and-leaf display in terms of what it tells you about the daily rate for these ski and snowboarding instruction programs. **[2]**
3. (a) With the aid of relevant examples, explain the different scale of measurement used in statistics. **[10]**
 - (b) Describe the different methods of scale construction, pointing out the merits and demerits of each. **[15]**
4. It is often said that there is no relationship between most of the activities that are done by research academics and what the policy makers are doing. Discuss this statement and give suggestions for improvement. **[25]**

5. (a) A survey of commercial buildings served by Zuva Company asked what main heating fuel was used and what year the building was constructed. A partial crosstabulation of the findings follows.

Year Constructed	Fuel Type				
	Electricity	Natural Gas	Oil	Propane	Other
1973 or before	40	183	12	5	7
1974–1979	24	26	2	2	0
1980–1986	37	38	1	0	6
1987–1991	48	70	2	0	1

- (i) Complete the crosstabulation by showing the row totals and column totals. [4]
- (ii) Show the frequency distributions for year constructed and for fuel type. [3]
- (iii) Prepare a crosstabulation showing column percentages. [3]
- (iv) Prepare a crosstabulation showing row percentages [3]
- (v) Comment on the relationship between year constructed and fuel type. [2]
- (b) Explain the main issues which should receive the attention of the researcher in formulating the research problem with the aid of examples. [10]
6. (a) Provide the definition of the term “Research Design” [2]
- (b) Explain the features of a good research design. [5]
- (c) Discuss the different types of research designs. [18]

END OF QUESTION PAPER!!!