



# MAASAI MARA UNIVERSITY

## REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND  
ECONOMICS  
BACHELOR OF SCIENCE IN  
AGRIBUSINESS MANAGEMENT**

**COURSE CODE: AGB 3206**

**COURSE TITLE: AGRIBUSINESS  
RESEARCH**

# METHODS

**DATE: 15<sup>TH</sup> APRIL 2019**  
**1430 - 1630 HRS**

**TIME:**

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## **INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

### **QUESTION ONE**

(a) Explain THREE main issues which should receive the attention of the researcher in formulating the research problem giving suitable examples to support your answer.

**(9 marks)**

(b) Explain the objectives of research  
**(5 marks)**

**(5 marks)**

(c) Explain the difference between research methods and research methodology?

**(4 marks)**

(d) There are various steps involved in research process and they vary based on the research problem. Explain the steps involved in the research process keeping in mind the contexts of the research problem  
**(7marks)**

### **QUESTION TWO**

(a) Discuss the problems encountered by researchers  
**(8 marks)**

**(8 marks)**

(b) Explain the significance of the knowledge of research methodology

**(7 marks)**

### **QUESTION THREE**

- (a) Discuss the role of computer in research **(8marks)**
- (b) Describe, in brief the layout of a research report, covering all relevant points **(7marks)**

### **QUESTION FOUR**

- (a) Explain the significance of literature review **(8marks)**
- (b) Explain the relevance to a student of knowing how to conduct a research **(7marks)**

### **QUESTION FIVE**

- (a) Discuss the purpose of literature review **(7 marks)**
- (b) Discuss the sources of research problem **(8 marks)**