



EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2011/12

AEC 4101: SOCIAL RESEARCH METHODOLOGY

Answer ALL questions (Parts A and B)

Time: 02 hours

Part A

1. a) Briefly explain the purposes and aims of social research.  
b) Differentiate between Convenience Sampling and 'Snow-Ball' Sampling.  
c) Explain the 'Inductive' and 'Deductive' methods of social research. Which method is more commonly used in quantitative social research?  
d) Differentiate between a Mail Survey and a Telephone Survey.  
e) What is Systematic Sampling? How can a Systematic Sample be obtained from a population of dairy farmers in Batticaloa district?
  
2. a) Explain briefly the difference between
  - i) Quantitative and Qualitative research.
  - ii) Basic and Applied research
  - iii) Probability Sampling and Non-Probability Sampling  
b) Explain what is a Focus Group Discussion (FGD) and how it is used to collect data for information needs.  
c) What is the purpose of literature review in social research? How is this done in social science research?  
d) Briefly explain the meaning of Hypothesis and Hypothesis Testing.  
e) Outline the major components of a research report in social research.

(contd.....2)

## Part B

3. a) Explain clearly what Participatory Rural Appraisal (PRA) means. When and what purposes are a PRA technique used?

b) A researcher wanted to construct a questionnaire to collect data about maize cultivation and related problems from farmers in Batticaloa district. What are the important things to be considered in formulating a questionnaire?

4. a) What is a Farm Survey and what are the goals?

b) A final year student was interested in studying the problems faced in adoption of IPM techniques among paddy farmers in the Eastern Province of Sri Lanka. Describe clearly how the student would carry out the study and report the findings.

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