

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2015

AEC 4101: SOCIAL RESEARCH METHODOLOGY

Answer ALL questions (Parts A and B)

Time: 02 hours

Part A

1. a) Sampling is the procedure a researcher uses to select samples for a study. What is the importance of sampling in social research?
b) Differentiate between Probability Sampling and Non- Probability Sampling.
c) Briefly explain the Inductive and Deductive methods. Which of these is more suitable for studying farming communities? Explain briefly.
d) What are the sources for obtaining a Sampling Frame ?. What are the problems faced by researchers in using a Sampling Frame?
e) What is Random Sampling? How can a random sample be obtained from a population of 5,000 farmers in three districts/ regions? Explain briefly.

2. a) What is a Hypothesis? Explain briefly the difference between the Null Hypothesis and Research/Alternate Hypothesis.
b) In which situation is a Stratified Sampling method used to select a sample for study purposes?. Using an example briefly explain the above.
c). What is the prime purpose of a literature review in social research?
d) Briefly explain the difference between Judgmental Sampling and Convenience Sampling.
e) Outline the major ethical considerations in social research.

(contd.....2)