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.

3. a) Briefly describe the methods of data collection used in studying farmers.

   b) What is a Questionnaire and how is it formulated/ constructed? Explain the advantages and disadvantages of using a Mail Questionnaire to collect data in rural areas of Sri Lanka.

4. a) Explain clearly what is meant by a Study Population.

   b) A social researcher was interested in studying the problem of pesticide use among farmers in the Eastern Province of Sri Lanka. He was constrained by a limited amount of research funds available for the study.

   Describe clearly how the researcher would carry out the study in relation to:

   i) Sampling method/approach,

   ii) Data collection tool to be used, and

   iii) Data analysis.

   iv) Reporting.

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