



AEC 4101: SOCIAL RESEARCH METHODOLOGY

Answer **ALL** questions (Parts A and B)

Time: 02 hours

Part A

1. a) Explain briefly the **Scientific Method** of Research.
b) Outline how a **Sampling Frame** is constructed.
c) Illustrate the **Research Process** and explain it.
d) What are the **purposes** of research?
e) What is a **Hypothesis** and how are they formulated?

2. a) What is **Literature Review**, and how is a literature search done?
b) Explain briefly the **Random Sampling** process.
c) List the methods for **Primary data** collection used in social research.
d) What is a **Questionnaire**, and how is it constructed?
e) Explain briefly **any two (02) Non-Probability Sampling Methods** of data collection.

Part B

3. a) Discuss briefly the Stratified Sampling process.
- b) Clearly outline how you would select a sample of 150 paddy farmers owning a land extent of less than 2 acres, and farmers with more than 2 acres; from 10 GN divisions in the Batticaloa District.

4. A NGO operating in the Ampara District wants to study and analyze the problems and constraints in milk production in the district. It requests you to conduct a field survey of 200 dairy farmers in the district.

Briefly discuss how you will do the field survey in relation to the following:

1. Selection of study locations,
2. Sampling Procedure,
3. Method of Data collection, and
4. Data Analysis and Reporting.
