



1ST SEM. 2006/2007

PAGE 1 OF 2

UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

PROGRAMME: **BSc in AGRICULTURAL ECONOMICS AND
AGRI-BUSINESS MANAGEMENT (III)**

COURSE CODE: **AEM 305**

TITLE OF PAPER: **RESEARCH METHODS**

TIME ALLOWED: **TWO HOURS**

INSTRUCTION: **ANSWER ALL THREE (3) QUESTIONS**

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INVIGILATOR**

QUESTION ONE

- a. As a student you were asked to submit a proposal on any research problem of your choice at the beginning of the semester. Due to your work load and the time it would take you to accomplish the task, your class resolved to plead with the professor who gave you the assignment to cancel it. However, the professor considering the importance of a research proposal in your future working places insisted that the work must be done and submitted at the specified time. Which arguments will you use to convince your fellow students the need to write the research proposal?

(20 Marks)

- b. Swaziland Meat Commission, a manufacturer of processed meats, was planning to enter Kenyan Market. Before the final decision about launching its products, management decided to test market the products in two cities. After reviewing the various cities in terms of external criteria such as demographics, shopping characteristics, and so on, the research department settled on the cities of Nairobi and Mombasa. Critically evaluate the type of sampling method that was used

(10 Marks)

- c. Telephone technology now allows researchers to hold group sessions over the telephone. Assume Swaziland Meat Commission applied this exploratory research technique in its Kenyan study as stated in Q1b. What advantages and disadvantages do you think this technique might have?

(10 Marks)

QUESTION TWO

- a. A well known local restaurant in Manzini markets its food products through a franchise dealer organization under a major brand me. The owner of the restaurant is considering establishing a number of family-owned restaurants with a new brand name to market his food products at relatively low prices to compete with the major franchise dealer. Would survey research be useful? If so, how?

(15 Marks)

- b. The problem definition stage, in every research endeavour, is probably the most important stage in the research process. How would you argue in favour of the importance of the proper problem definition?

(15 Marks)

QUESTION THREE

- a) Explain the operation of a quota sampling and why quota sample is a non-probability sample .

(15 Marks)

- b) Suppose that a researcher was interested in sampling the undergraduate student body in such a way that the sample would reflect the composition of the student body by sex and home town. Suppose further that there were 10000 undergraduate students in total and that 3200 were from Manzini, 2600 Mbabane, 2200 Nhlagano, and 2000 Pigs-Peak, and further that 7000 were males and 3000 females. In a sample of 1000, calculate the quota sampling plan.

(15 Marks)