

EASTERN UNIVERSITY, SRI LANKA

EXTERNAL DEGREE

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2013

AEC 4101: SOCIAL RESEARCH METHODOLOGY

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

Time: 02 hours

Part A

1. a) Why is sampling done in social science research?
b) Differentiate between Random Sampling and Systematic Sampling.
c) Explain briefly the two approaches used commonly to do social science research: Inductive and Deductive methods.
d) What is a Sampling Frame? What are the problems faced by researchers in obtaining/constructing and using a sampling frame?
e) What is Stratified Sampling? Explain briefly how a stratified sample is obtained from a population of university students.

2. a) What is a Hypothesis? Explain briefly the difference between the Null Hypothesis and Research/Alternate Hypothesis.
b) What is a Focus Group Discussion (FGD)? Using an example briefly explain the above.
c) How is a literature review done in social science research?
d) Briefly explain the difference between Purposive Sampling and Convenience Sampling.
e) What are the major ethical issues that have to be considered in social science research?

(contd.....2)

Part B

3. a) Briefly describe the common methods used in data collection
 - b) What is a Questionnaire and how is it formulated/ constructed?
 - c) Explain the advantages and disadvantages of using a Mail Questionnaire to collect data in rural areas of Sri Lanka.
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4. a) Explain briefly what is Target Population and Study Population.
 - b) A researcher was interested in studying the problem of pesticide use among small-scale 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 selection,
- ii) Formulating a Sample for study,
- iii) Data collection tool to be used, and
- iv) Data analysis and Reporting.
