

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE - 2011/12

AEC 4101: SOCIAL RESEARCH METHODOLOGY

Answer ALL questions (Parts A and B)

Time: 02 hours

Part A

1. a) What is sampling, and why is it done in social research?
b) Differentiate between Quota Sampling and Cluster Sampling.
c) Briefly compare the 'Inductive' and 'Deductive' methods of social research. Which method is more commonly used in social research, and Why?
d) What is a Sampling Frame, and how is it constructed and used for a field survey?. Is the sampling frame necessary in social research?
e) What is Stratified Sampling? Explain briefly how a stratified sample can be obtained from a population of 3,000 crop and dairy farmers in Ampara and Batticaloa districts.
2. a) Explain the difference between Quantitative and Qualitative research.
b) Explain clearly, using an appropriate example, in which situation is a Focus Group Discussion (FGD) used to collect data for a research study.
c) Differentiate between Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA). Briefly discuss the PRA techniques used commonly.
d) Explain the differences between the Ordinal, Nominal and Ratio levels of measurement in data collection.
e) Outline and explain briefly the major components of a research report in social science research.

(contd.....2)

Part B

3. a) "Direct Observation is a powerful tool in field data collection". Explain clearly the above statement using an appropriate example.
- b) A researcher wanted to construct a questionnaire to collect data about paddy farmers in Batticaloa district. What are the important things to be considered in formulating a questionnaire?

4. a) Differentiate between a Census and a Farm Survey.
- b) A social researcher was interested in studying the problems of loan repayment among paddy farmers in the Eastern Province of Sri Lanka. He was constrained by a limited amount of time available for the study.

Describe clearly how the researcher would carry out the study considering the following:

- i) Sampling method,
- ii) Formulating a Sample,
- iii) Data collection tools, and
- iv) Data analysis and reporting.
