EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2010

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 gather people, places, or things to study. Why is sampling done in social research?

   b) Differentiate between Probability Sampling and Non- Probability Sampling.

   c) Two methods to do social research are used commonly: Inductive and Deductive methods. Which of these is more suitable for studying farming communities? Explain briefly.

   d) A Sampling Frame is essential for the sampling process. What are the problems faced by researchers in obtaining/constructing and using a sampling frame

   e) What is Random Sampling? How is a random sample obtained from a population of 3,000 university students? 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 purpose?. Using an example briefly explain the above.

   c) Literature Review is vital for preparing a research proposal. What is the prime purpose of a literature review in social research?

   d) Briefly explain the difference between Purposive Sampling and Convenience Sampling.

   e) Outline the major ethical considerations in social research.

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3. a) Briefly describe the common methods of data collection

   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) Differentiate between Target Population and Study Population.

   b) A social researcher was interested in studying the problem of drug use among college students in the Western 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) Formulating a Sample,

   iii) Data collection tool to be used, and

   iv) Data analysis.

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