

EASTERN UNIVERSITY, SRI LANKA

FINAL YEAR, FIRST SEMESTER EXAMINATION IN AGRICULTURE-2015

EXTERNAL DEGREE

AEC 4101: SOCIAL RESEARCH METHODOLOGY

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

Time: 02 hours

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Part A

1. a) Briefly outline the importance of sampling in social research.  
b) Differentiate between Probability Sampling and Non- Probability Sampling.  
c) Briefly explain the Inductive and Deductive methods. Which one of this is more suitable for studying farmers?  
d) What is a Sampling Frame?. What are the problems faced by researchers in identifying a sampling frame?  
e) What is Simple Random Sampling? Explain briefly how can a simple random sample be obtained from a population of 1,000 farmers in three Districts?.
  
2. a) Explain the following briefly: Hypothesis, Target Population, and Variable.  
b) In which situation is sampling method used to select a sample for study purpose?. Using an example briefly explain the above.  
c). What is the purpose of literature review in social research? How is this done?  
d) Briefly explain the difference between Snow-Ball Sampling and Convenience Sampling.  
e) Outline the major sampling errors encountered in research.

(contd.....2)

Part B

3. a) Briefly describe the methods of data collection used in studying farmers.  
b) What is a Questionnaire and how is it formulated/ constructed? Explain the advantages and disadvantages of using a Telephone Survey to collect data.
4. a) Explain clearly what is meant by a Study Population.  
b) A social researcher was interested in studying the problem of using high seed rate for paddy cultivation among 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 Sampling method/approach, Data collection tools to be used, Data analysis and Reporting.

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PS/ srm