



UNIVERSITY OF EMBU

2019/2020 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
IN AGRICULTURE (ANIMAL SCIENCE OPTION)

AAS 311: RESEARCH METHODS AND COMMUNICATION SCIENCE

DATE: NOVEMBER 11, 2020

TIME: 11:00 AM – 1:00 PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- Define the term “**research methods**” and explain its relationship to idealism and realism. (5 marks)
- Explain why it is important to clearly explain the research problem by way of argument. (5 marks)
- Discuss one example of qualitative data and one example of quantitative data. (5 marks)
- Discuss the Gaussian curve and its relationship to scientific data. (5 marks)
- What is a project proposal **work plan** and how is it normally presented? (5 marks)
- Discuss the independent and dependent axis of a graph representing the mass of young animals measured over an extended period of days. (5 marks)

QUESTION TWO (20 MARKS)

Discuss the various approaches that can be used to recognize and test arguments in scientific research.

QUESTION THREE (20 MARKS)

Outline the various situations of research ethics that are normally encountered, and discuss the methods used to avoid them.



QUESTION FOUR (20 MARKS)

Discuss the following aspects of data and its measurements when carrying out research

- a) Primary and secondary data (8 marks)
- b) Different levels of data measurement (12 marks)

QUESTION FIVE (20 MARKS)

Discuss the ingredients and sequence in a scientific proposal report with emphasis on the contents of each component of the report.

END

