



STRATHMORE BUSINESS SCHOOL
MASTER OF MANAGEMENT IN AGRIBUSINESS
MMA 8108: RESEARCH METHODS IN AGRIBUSINESS MANAGEMENT
CONTINUOUS ASSESSMENT TEST II

DATE: Tuesday, 10th February 2026

TIME: 3 Hours

Instructions to Candidates

- i. Answer **ALL** questions.
- ii. Each question carries **20 Marks**.
- iii. Use relevant examples from agribusiness research and management.
- iv. Clarity, logical flow, and application will attract higher marks.

QUESTION ONE **(20 MARKS)**

A student proposes to research *Determinants of Adoption of Climate-Smart Farming Practices among Smallholder Farmers in Nakuru County*.

- i. Formulate a clear problem statement, **THREE** objectives, and **THREE** corresponding research questions. **(10 Marks)**
- ii. Discuss **FOUR** characteristics of a good research topic in agribusiness management. **(6 Marks)**
- iii. Identify and explain **TWO** possible delimitations of this study. **(4 Marks)**

QUESTION TWO **(20 MARKS)**

You are required to conduct a literature review on *Financial Inclusion and Agribusiness Growth among Women Farmers in Kenya*.

- i. Explain the purpose and organization of a literature review in such a study **(6 Marks)**
- ii. Differentiate between theoretical, empirical and conceptual reviews using examples from agribusiness for this same study. **(8 Marks)**
- iii. Develop a simple conceptual framework to illustrate the relationships among study variables for the study. **(6 Marks)**

QUESTION THREE**(20 MARKS)**

An agribusiness researcher intends to study *Effects of Agricultural Extension Services on Productivity of Dairy Farmers in Uasin Gishu County*.

- i. Identify and justify an appropriate research design and research philosophy for this study. **(6 Marks)**
- ii. Describe a suitable target population and sampling procedure. **(6 Marks)**
- iii. Suggest **TWO** data collection instruments and describe how you would test their validity and reliability. **(6 Marks)**
- iv. Identify **TWO** ethical considerations that must be observed in this study. **(2 Marks)**

QUESTION FOUR**(20 MARKS)**

The following SPSS multiple regression output is extracted from a study on *Effect of Access to Credit (X_1) and Farmers' Training (X_2) on Farm Income (Y) in Western Kenya*.

Model Summary	R	R Square	Adjusted R Square		Std. Error of the Estimate
1	0.846	0.716	0.687		2.019
ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	268.154	2	134.077	32.875	0.000
Residual	106.481	17	6.264		
Total	374.635	19			
Coefficients	Unstandardized B	Std. Error	Beta	t	Sig.
(Constant)	4.763	1.489	—	3.198	0.006
Credit Access (X_1)	0.412	0.121	0.546	3.405	0.003
Training (X_2)	0.297	0.138	0.398	2.153	0.046

- i. Interpret the SPSS output, explaining:
 - a. The meaning of R and R^2 ,
 - b. The significance of the regression model,
 - c. The interpretation of coefficients for Credit Access and Training. **(10 Marks)**
- ii. Explain the difference between descriptive and inferential analysis, giving **ONE** example from agribusiness. **(6 Marks)**
- iii. Describe how qualitative data could be analyzed if focus group discussions were used in the same study. **(4 Marks)**

QUESTION FIVE**(20 MARKS)**

You have completed your study on *Determinants of Agribusiness Start-Up Success among Youth Entrepreneurs in Kenya*.

- i. Explain how you would link your findings to the literature reviewed in chapter two. **(6 Marks)**
- ii. Based on hypothetical findings showing access to finance and training as significant predictors, formulate **TWO** evidence-based recommendations for policymakers and practitioners. **(6 Marks)**
- iii. Identify **TWO** limitations of your study and explain how they could inform future research. **(4 Marks)**
- iv. Outline **TWO** essential contributions of such a study **(4 Marks)**