



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE WITH INFORMATION
TECHNOLOGY
(MAIN CAMPUS)**

**MIT 204: SCIENTIFIC REPORTING READING, WRITING
& PRESENTATION**

Date: 3rd April, 2014

Time: 2.45 – 5.00pm

INSTRUCTIONS:

- Attempt QUESTION ONE and ANY OTHER TWO questions.

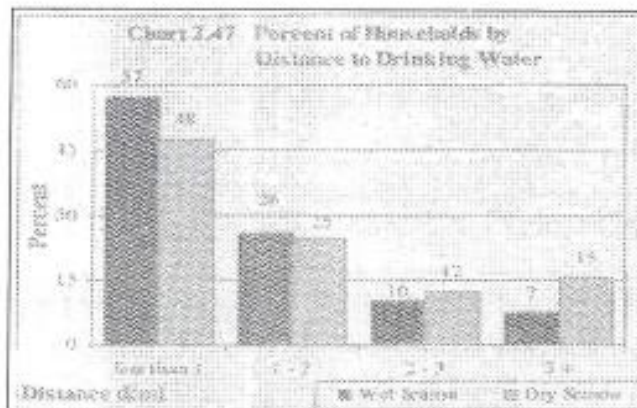
Question 1 [30 Marks]

- a) In this course you have learnt about different sources of knowledge. Give one example of such and describe it. [3 Marks]
- b) List and describe any three different ways of communicating/reporting scientific findings [6 Marks]
- c) One of the first steps in a study is to conduct a literature review. Explain what literature review is? [4 Marks]
- d) Discuss the importance of literature review [4 Marks]
- e) In this course, we have looked at giving credit where credit is due. From this point of view, discuss what plagiarism is? [4 Marks]
- f) Referencing is one way of ensuring that plagiarism is not committed.
 - a) Give a short description on what you understand by the concept of referencing [3 Marks]
 - b) Using an example, describe what is a reference manager? [2 Marks]
- g) Consider the statement 'Literature review should be done before specific objectives or questions to be addressed by the study are fixed or decided' State whether the statement is true or false. Justify your answer. [4 Marks]

Question 2 [20 Marks]

- a) Discuss any eight points that are important to observe in making sure tables and graphs are informative. [8 Marks]
- b) Consider the table and graph below and answer the questions that follow

Type of Input	Households With Access to Input		Households Without Access to Inputs	
	Number	%	Number	%
Farm Yard Manure	51,812	19.7	211,716	80.3
Improved Seeds	33,500	12.7	230,028	87.3
Pesticides/Fungicide	13,971	5.3	249,557	94.7
Compost	14,580	5.5	248,948	94.5
Inorganic Fertiliser	8,223	3.1	255,304	96.9
Herbicide	835	0.3	262,692	99.7



- Assess both the table and graph above and for each one of them comment on whether they are ready to be used for presentation purposes [2 Marks]
- Give suggestions and show how they can be improved so that they are useful for presentation. If possible, redo the table and graph by hand just to illustrate the changes you would make to them. [10 Marks]

Question 3 [20 Marks]

- a) Suppose you have been asked to give a short presentation on referencing and plagiarism at your work place.
- i. Explain your choice of application for use in preparing your presentation. [2 Marks]
 - ii. Discuss 4 dos' and 4 don'ts' that you need to observe when giving the presentation [8 Marks]
 - iii. Give a short description of what you would include in the presentation with regard to referencing and plagiarism [6 Marks]
 - iv. Suggest four reference managers you would mention in your presentation [4 Marks]

Question 4 [20 Marks]

- a) Read the following literature review contained in the box below. Then outline the main topic of the discussion carried on in this literature review. Also write down the gaps and the research questions that come out of the literature review. In your outline use your own words only; do not quote directly, or use wording almost quoting directly, from the literature review [20 Marks]

In the literature it is recognised that a dichotomy exists between agricultural and business marketing because the marketing management approach is not prominent in agricultural marketing theory. Bateman (1976) suggests that agricultural marketing has traditionally incorporated everything that happens between the farm gate and the consumer, therefore encompassing areas which 'the purist' may not consider marketing. While analysis of government intervention and policy form the focus of agricultural marketing theory, studies of the objectives and decisions confronting individual businesses are central to business marketing theory.

Muelenberg (1986) also identifies the gap existing between the two disciplines. He notes that agricultural marketing theory has not adopted the marketing management approach of business marketing theory or examined competitive strategy in the same way as business literature. According to Richardson

(1986) the marketing management approach (which he refers to as the agribusiness concept) has "gained very little acceptance ... and no significant analytical or research results" in the area of agricultural marketing (100). However, it appears that parts of agricultural marketing theory seem to be moving towards the marketing management approach.

Breimyer (1973) was the first to identify an agricultural marketing school of thought focusing on business marketing theory, and this school of thought seems to be growing more prominent. For example Watson (1983) acknowledges that during the 1970s a minor paradigm shift occurred in agricultural marketing with a move towards business marketing. He notes how successive editions of Kohl's agricultural marketing textbook (1972 and 1980) have changed to describe the marketing concept. Muelenberg (1986) points out a number of agricultural marketeers who have partially incorporated the marketing management approach, but mainly focus on the behaviour of agribusiness companies (e.g. Bresch 1981; Yon 1976), rather than individual farm firms.

Ritson (1986) argues that agricultural marketing theory should focus on government policy, because in European agriculture parts of the marketing mix which would normally be undertaken by individual businesses are controlled by the government. In some countries, marketing boards have exclusive control of the price, place and promotion of agricultural products. These organisations supposedly carry out many marketing management practices on behalf of business including farm firms.

Although central control or government intervention may limit the marketing options available to individual business, farm firms still have some control over their marketing mix and production decisions. The presence of government intervention or marketing activity does not preclude or excuse individual business firms from any marketing activity or strategic process associated with the market place. In business marketing theory the external environment has a major influence on the marketing activities of most firms.

The apparent differences between agricultural marketing and business marketing theories may not present a problem because both disciplines examine issues which are likely to require different theories and techniques for analysis. However, concern must be expressed at the failure of researchers to comprehensively examine the marketing strategies undertaken by individual farm businesses. Businesses in the agricultural sector include farmers and other often larger and more sophisticated agribusinesses, such as input suppliers and

merchants. Business literature contains published articles examining the marketing strategies of large agribusiness companies; however, little research appears to reach down to the farm business level.

Question 5 [20 Marks]

- a) This course has mainly been about communicating research. Academic reports have been looked at extensively with some of the parts such as literature review being given special attention. Write a short summary of the different parts of the report that come out of the course and identify the key points to observe under each of these parts? [20 Marks]