

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF AGRIBUSINESS MANAGEMENT**

**AGBM 313: RESEARCH PROPOSAL AND TECHNICAL
REPORT WRITING**

STREAM: AGBM

TIME: 2 HRS

DAY: THURSDAY [8.30 A.M-10.30 A.M] DATE: 5/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

- a) What is meant by technical reporting? **(2 Marks)**
- b) No matter what type of report one creates, all reports need to contain accurate information, clear writing, logical organization of information, and have a professional layout. What are informal reports? Discuss, giving appropriate examples. **(8 Marks)**
- c) Distinguish between analytical and informative reports **(10 Marks)**
- d) Discuss the merits of online databases as sources of literature for review. **(5 Marks)**
- e) Discuss the importance of publishing. **(5 Marks)**

QUESTION TWO

- a) List and briefly discuss the principles of technical report writing. **(10 Marks)**
- b) Write short notes on the following types of reports:
 - i) Proposals
 - ii) Recommendation reports
 - iii) Research reports
 - iv) Financial reports
 - v) Meeting minutes **(10 Marks)**

QUESTION THREE

- a) Literature reviews can take many different organizational patterns depending on what one is trying to accomplish with the review. List and briefly discuss various organizational patterns of literature review. **(10 Marks)**
- b) Distinguish between scholarly and popular sources of literature. **(10 Marks)**

QUESTION FOUR

Write short notes under the following terminologies as used in the evaluation of digital sources of literature:

- i) Search Engine Optimization **(8 Marks)**
- ii) Differences in Domain Extensions **(8 Marks)**
- iii) Social Media **(4 Marks)**

QUESTION FIVE

Assume you have ideas of the types of literature sources you need for your research. Discuss the guidelines you would use to evaluate your literature sources. **(20 Marks)**