

**041306T4BUS**

**BUSINESS MANAGEMENT LEVEL 5**

**BUS/OS/BM/CC/01/5**

**Manage Business Research and Development**

**JULY/AUG 2023**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**WRITTEN ASSESSMENT**

**Time: 3 hours**

**INSTRUCTIONS TO CANDIDATES**

1. This paper has three sections **A**, **B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

*This paper consists of seven (7) printed pages.*

**SECTION A: (20 MARKS)**

*In this section, each question carries one (1) mark. Attempt all questions in this section.*

1. Which among the following is a step in the research process?
  - A. Background to study
  - B. Conclusion
  - C. Locating and defining issues or problem
  - D. Reporting format
2. Which of the following is a reason why customer feedback is important to business?
  - A. Helps in retaining customer
  - B. Helps in improving products and services
  - C. Budgeting
  - D. Planning
3. Which among the following is a customer feedback channel?
  - A. Radio
  - B. App
  - C. Company website
  - D. Television
4. Customer feedback benefits in improving customer loyalty, which of the following is a key way?
  - A. Recording
  - B. Appreciating
  - C. Ignoring
  - D. Listening to your customer voices
5. There are several types of customer feedback and how to collect them, which of the following is one of them?
  - A. Branding
  - B. Segmenting
  - C. Surveys
  - D. Growth

6. Determining market research budget requires tips, which one of the following is a tip?
  - A. Understand what costs to expect and what information that gets you
  - B. Plan before
  - C. Focus on future trends
  - D. Customized
7. Which of the following is among the main elements affecting research cost?
  - A. The person carrying research
  - B. Research objective
  - C. Direction of the research
  - D. The problem statement
8. There are a number of occasions where market research is appropriate, which of the following is one of these occasions?
  - A. When launching a new product or service
  - B. When marketing the organization
  - C. During the closure of organization
  - D. When budgeting
9. Data comes in different structures, which of the following is one of them?
  - A. Locked or unlocked
  - B. Structured or unstructured
  - C. Typed or untyped
  - D. Formed or unformed
10. The following are data collection strategies, which among them is not?
  - A. Case studies
  - B. Usage data
  - C. Checklists
  - D. Discussion
11. Identify one of the tool used in case studies?
  - A. Encyclopedia
  - B. Checklists
  - C. Texts
  - D. Maps

12. The collection of business and products that make up a company is called \_\_\_\_\_
- A. Strategic business unit
  - B. Mission statement
  - C. Strategic plan
  - D. Business portfolio
13. Research hypothesis can be classified into several categories, which one of the following is one of the category?
- A. Void hypothesis
  - B. Null hypothesis
  - C. Qualitative hypothesis
  - D. Quantitative hypothesis
14. Which of the following is a type of data that a business collects?
- A. Family background data
  - B. Education data
  - C. Personal data
  - D. Behavioral data
15. Which of the following is among the ways that companies use consumer data that they collect?
- A. To reward customers
  - B. To refine a company's marketing strategy
  - C. To finance customers
  - D. To bring more business
16. Collecting data is valuable because you can use it to make informed decisions, which of the following is not among the uses?
- A. Improving understanding of your audience
  - B. Identifying areas for improvement or expansion
  - C. Predicting future patterns
  - D. Drawing of budgets
17. Which of the following is a challenge in data collection?
- A. Finding relevant data

- B. Filtering
- C. Researching
- D. Analyzing

18. Which of the following is not a type of data analysis methods?

- A. Descriptive analysis
- B. Exploratory analysis
- C. Predictive analysis
- D. Resultive analysis

19. Which of the following is a way of doing market research?

- A. Do segmentation
- B. Start identifying your target market
- C. Talk to clients
- D. Document

20. Which of the following is not an advantage of business research?

- A. Business research helps to identify opportunities and threats
- B. Conducting market research for the business
- C. Helps identify problems and using this information wisely decisions can be made to tackle the issue appropriately
- D. Risk and uncertainties can be minimized by conducting business research in advance

**SECTION B: (40 MARKS)**

*Attempt all questions in this section.*

21. Briefly differentiate the following terms:
- a) Qualitative and quantitative research (2 Marks)
  - b) Primary and secondary data (2 Marks)
  - c) Descriptive and experimental methods of research (2 Marks)
22. What is a research method? (2 Marks)
23. State **FOUR** types of consumer data that business collects. (4 Marks)
24. Name **FOUR** sources of secondary data. (4 Marks)
25. Researchers use hypotheses to put down their thoughts directing how the experiment would take place. List **THREE** functions of the hypotheses. (3 Marks)
26. List **FOUR** attributes to consider before utilizing a data collection tool. (4 Marks)
27. Hypothesis is an assumption that is made based on some evidence. State **TWO** essential characteristics of a good hypothesis. (2 Marks)
28. Different types of research hypothesis are used in research. Name any **FOUR** types. (4Marks)
29. The two primary features of scientific hypothesis are falsifiability and testability. List **THREE** essential criteria that must be met for hypothesis to be testable. (3 Marks)
30. State **FOUR** techniques for collecting different types of data. (4 Marks)
31. Various methods of collecting data are employed by social scientists. What is data collection? (2 Marks)
32. What is the relationship between independent and dependent variables? (2 Marks)

**SECTION C: (40 MARKS)**

*Attempt any TWO questions in this section. Each Question is 20 marks.*

33. a) Mr Jackson is a businessman and wants to conduct research. Explain **FIVE** steps of research process. (10 Marks)
- b) Edwin a business researcher obtains feedback from the customer. Discuss **FIVE** reasons why Customer feedback is important for his business (10 Marks)
- 34.
- a) Market research is any set of techniques used to gather information and better understand a company's target market. What are **FIVE** cost components of market research? (10Marks)
- b) There are a bunch of underlying reasons for collecting data especially for a researcher. Discuss **FIVE** reasons. (10 Marks)
35. a) There are different data collection strategies that can be used in research. Discuss **FIVE** strategies of data collection. (10 Marks)
- b) John a business researcher wants to develop a hypothesis. Describe **FIVE** steps involved in developing a hypothesis. (10 Marks)