

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6

BUS/OS/BM/CC/01/6

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 4 printed pages

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing

SECTION A: (40 MARKS)

Candidate to answer all questions from this section.

1. Highlight **FOUR** important elements to take into account while developing a research problem. (4 marks)
2. There are many obstacles to conducting research in developing nations. Outline **FOUR** challenges that may arise when researching about customer feedback. (4 marks)
3. A hypothesis is a tentative statement or proposition that suggests a possible relationship between variables or an explanation for a phenomenon. Identify **FOUR** characteristics of hypothesis. (4 marks)
4. Research methods are ways of collecting and analyzing data. Identify **FOUR** key methods used in research. (4 marks)
5. A questionnaire is a set of printed or written questions with a choice of answers, devised for the purpose of survey. List **FOUR** disadvantages of using questionnaires. (4 marks)
6. Conducting research involves a systematic and organized process of gathering information, analyzing data, and drawing meaningful conclusions to answer research questions or explore a specific topic explain **five** advantages of conducting research. (4 marks)
7. The main objective of sampling is to draw inferences about the larger group based on information obtained from the small group. List **FOUR** reasons why sampling is important. (4 marks)
8. State **FOUR** types of consumer data that business collects. (4marks)
9. List **FOUR** attributes to consider before utilizing a data collection tool. (4 marks)
10. When choosing a data gathering tool, several things should be taken into account. State Factors to consider when selecting data gathering tool. (4 marks)

SECTION B: (60 MARKS)

Question 11 is compulsory and answer any other two questions in this section

Case study:

XYZ Corporation, a leading e-commerce company, aims to improve its products and services by gathering feedback from its customers. The organization wants to understand customer perceptions, identify areas for improvement, and enhance overall customer satisfaction and loyalty. To achieve this, XYZ Corporation conducted a customer feedback campaign to collect valuable insights from its customer base.

11.

- a) Explain **five** factors influencing customer satisfaction with XYZ Corporation's products and services. (10 marks)
- b) Discuss **five** ways in which XYZ Corporation address the areas for improvement identified in the customer feedback to enhance customer experience. (10 marks)

12.

- a) Business researchers must adhere to ethical guidelines when conducting market research. Discuss **five** ethical considerations when conducting research. (10 Marks)
- b) A database is an organized collection of structured data stored and managed electronically. It serves as a central repository for storing and retrieving information in a structured and efficient manner. Discuss **five** Roles of a database in a business (10 marks)

13.

- a) Research document is an essential component of the research process and serves as a means of communicating the research outcomes to a broader audience, such as other researchers, scholars, or the general public. Discuss any **five** components of a research document (10 marks)

- b) Hypotheses are used in scientific research to guide the collection and analysis of data and to test the validity of the proposed explanation or prediction. Explain **five** types of hypothesis that a business researcher should be aware of. (10 marks)

14.

- a) Market expansion involves identifying opportunities for growth, developing a plan, and executing strategies to capture a larger share of the market. Discuss **five** approaches that a business research officer would use to expand the market. (10 marks)
- b) There are several popular data analysis software options available in the market. Explain **three** software's that would be used by a business management researcher to analyze market insight data. (6 marks)
- c) Explain **two** data collection methods that a business manager would adopt when conducting a business market research. (4 marks)