

041306T4BUS

BUSINESS MANAGEMENT LEVEL 6

BUS/OS/BM/CC/01/6/A

MANAGE BUSINESS RESEARCH AND DEVELOPMENT

Nov/Dec 2023



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

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has **TWO** sections **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of Four (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)

Answer all the questions in this section

1. You are the sales person at BXY limited, outline **five** factors that may influence the cost of conducting research. (5 Marks)
2. Distribution research helps an organization to gain insights into certain factors. Highlight **four** of such factors. (4 Marks)
3. Company xyz is carrying out market research for its products, identify **three** types of customer feedback they are likely to receive. (3 Marks)
4. A hypothesis is a tentative statement that suggests a possible relationship between variables or an explanation for a phenomenon. State **four** characteristics of hypothesis. (4 Marks)
5. You have been outsourced by HVY Limited Company to carry out research on their products. State **five** reasons why it is essential to establish clear geographic boundaries for your research. (5 Marks)
6. John a research student at The Sky College has adopted Survey to gather information and opinions on various topics outline **four** reasons that might have prompted his move. (4 Marks)
7. Mary an intern at KDM Company intends to carry out a market research, highlight **four** reasons for application of hypothesis in research. (4 Marks)
8. Most researchers have adopted the use of online search engine to make queries and retrieve relevant information. Outline **four** benefits of this move. (4 Marks)
9. The research department of company ZGT is in the process of analyzing its research data. State **four** factors that may influence the analysis method to adopt. (4 Marks)
10. You have been contracted by BTY firm to conduct a market survey on their product. State **three** factors to consider when formulating a research problem. (3 Marks)

SECTION B (60 MARKS)

Answer any THREE questions in this section

11.

a) Conducting business research is a strategic imperative for organizations looking to thrive in a competitive business environment explain **five** factors for conducting business research to an organization. (10 Marks)

b) ABC Market Research Company was commissioned to conduct a comprehensive study on consumer preferences in the fast-food industry. The research report presented valuable insights, explain five reasons why recommendations are important in research report. (10 Marks)

12.

a) 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. Explain **six** Roles of a database in a business. (12 Marks)

b) There are many obstacles to conducting research in developing nations explain four obstacles that can be encountered when conducting research on customer feedback in developing nations. (8 Marks)

13.

a) Market expansion involves identifying opportunities for growth, developing a plan, and executing strategies to capture a larger share of the market. Explain **five** approaches that a business research officer would use to expand the market. (10 Marks)

b) You have been consulted by PQA limited to help in research. Propose five instances when it would be appropriate to use a focus group in research. (10 Marks)

14.

(a) Business researchers must adhere to ethical guidelines when conducting market research. Explain **six** ethical considerations to be considered when conducting research. (12 Marks)

(b) Data analysis tools play a critical role in ensuring data privacy and security in the era of data breaches and cyber threats through various mechanisms and best practices. Explain

four ways they contribute to safeguarding data.

(8 Marks)

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