



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041305T4BUS
Qualification : Business Manager Level 5
Unit Code : BUS/OS/BM/CC/01/5
Unit of Competency : Manage Business Research and Development

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATES

- i. This assessment contains *THREE(3)* sections; A,B and C
- ii. Attempt all Questions in Section A,B and Three(3)in Section C as instructed
- iii. You are given Three (3) hour to answer all the questions
- iv. You are provided with a separate answer booklet to write your answers
- v. Write your name and registration code on the answer booklet
- vi. Do not write on the question paper
- vii. Marks for each question are indicated in brackets ().
- viii. Answer all questions in English

This paper consists of SIX (6) printed pages.

SECTION A: (20 MARKS)

(Attempt ALL Questions in this section)

1. A measurable characteristics of a population is research is called_____.
 - A. Scale.
 - B. Hypothesis.
 - C. Type.
 - D. Variable
2. Which of the following is the most important aspect in research
 - A. Developing a research design
 - B. Formulating a research question
 - C. Deciding about the data analysis procedure
 - D. Writing recommendations
3. Doing research requires drafting working outline, which is
 - A. Having a predefined and clear-cut objectives
 - B. Planning to get answers for what ,why and what type of questions
 - C. Having a clear idea about the research problem solutions
 - D. None of the above
4. How do researchers judge research depth
 - A. By research title
 - B. By research duration
 - C. By research objectives
 - D. By total expenditure on research
5. Which of the following is a research method
 - A. observation
 - B. Questionnaires
 - C. Survey
 - D. Focus groups
6. Which of the following statement best define research
 - A. Searching again and again
 - B. Finding solution
 - C. Working in a scientific way to search for truth of any problem
 - D. Writing report
7. A Question in which several alternatives are provided is called_____.
 - A. Choice questions
 - B. Closed ended question
 - C. Open ended questions
 - D. Structured questions

8. Which of the following are core elements of a research process
 - A. Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
 - B. Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
 - C. Research Plan; Research Data; Analysis; References
 - D. Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions
9. The second step in research problem formulation is _____
 - A. Statement of the problem
 - B. Understanding the nature of the problem
 - C. Survey
 - D. Discussions
10. Which of the following term best defines the person who fills a questionnaire
 - A. Respondent
 - B. Everybody
 - C. Enumerator
 - D. Researcher
11. Which of the following is true regarding research objectives?
 - A. Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.
 - B. Research objectives, when obtained, will ensure the viability of the marketing research department.
 - C. Research objectives, when achieved, provide the information necessary to solve the problem.
 - D. Research objectives are seldom achieved but should be stated as goals to be sought.
12. Existing organization information is an example of which type of data
 - A. Primary
 - B. Secondary
 - C. Tertiary
 - D. Non required data
13. Which sampling technique is best for heterogeneous population
 - A. stratified Sampling Technique
 - B. Purposive Sampling Technique
 - C. Area Sampling Technique
 - D. systematic sampling technique
14. A complete list of all the sampling units is called _____
 - A. Sampling design
 - B. Sampling frame
 - C. Population frame
 - D. Cluster

15. SPSS is an acronym for?
- A. Statistical Predictions for Social Sciences.
 - B. Sexual Preferences for the Sixties and Seventies.
 - C. Statistical Package for the Social Sciences.
 - D. Sexual Performance and SAD Syndrome.
16. The first stage in the research process is _____
- A. Problem formulation
 - B. Data collection
 - C. Data Analysis
 - D. Report Writing
17. Which is the last page of the research report
- A. Appendix
 - B. Bibliography
 - C. Index
 - D. Title Page
18. What type of chart is useful for showing trends or changes over time
- A. Pie Chart
 - B. Column Chart
 - C. Line Chart
 - D. Dot Graph
19. The main reason for doing research is _____
- A. Study and explore knowledge
 - B. Start with a predetermined and clear objectives
 - C. Get new knowledge
 - D. None of the above
20. Which of the following statement best defines assurance of research reliability
- A. There is deliberate attempt to conceal information
 - B. Quantitative and Qualitative methods are used
 - C. Repeatability and accuracy are provided for the quality of measurement procedures used
 - D. The solution to the research problem are known well in advance

SECTION B: (40 MARKS)

(Attempt all the questions in this section)

21. Expound on three methods of identifying research problem in business research (6 marks)
22. Define target population as used in business research (2 marks)
23. Enumerate four types of research hypothesis in business research (4 marks)
24. Outline the process of writing a research schedule in business research (3 marks)
25. Differentiate between a survey and a questionnaire (2 marks)
26. Explain three importance of carrying out reconnaissance in business research (6 marks)
27. Highlight four principles of good report writing in business research (4 marks)
28. Name five guidelines in presenting recommendations in a business report (5 marks)
29. Outline four key steps followed in research data analysis (4 marks)
30. Describe three major drivers of research in business management (6 marks)

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SECTION C: (40 MARKS)

(Attempt any Two (2) questions in this section)

31. ABC Ltd is experiencing serious issues with its old manual pay rolling. However, its top management the problem of not properly addressing the challenges that come with implementation of payroll management systems. In light of this, it has narrowed down the following factors as concerns in its implementation; employee training, funding, organization structure, support by the government, ICT infrastructure, organization culture and top management support.

Required:

- a) Develop five possible research hypothesis suitable for researching the above case
(10 marks)
 - b) Examine five research tools, materials and equipment applicable in the above case
(10 marks)
32. A firm manager wishes to understand reasons behind revenue decline in his/her business
- a) Describe five research methods that a business manager can use to carry out business research
(10 marks)
 - b) Prepare a practical research budget a business manager can make highlighting key aspects of such a budget
(10 marks)
33. A firm is looking for a consultant in business research and development. As a business manager level 5 trained in this field.
- a) Analyze three critical steps you would follow in gathering customers feedback on organization's products and services when carrying out business research
(10 marks)
 - b) Discuss two research needs of a business
(4 marks)
 - c) Illustrate the steps you would follow when developing a business report in business research.
(6 marks)