

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CC/01/5/A

MANAGE BUSINESS RESEARCH AND DEVELOPMENT

Nov/Dec 2023



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

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 indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of Seven (7) 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: 20 MARKS

Answer all questions in this section. Each question carries one (1) mark.

1. The first step the manager can do in the marketing research process is called_____.
 - A. Collecting data.
 - B. Defining the objectives.
 - C. Defining the solution.
 - D. Designing the product.
2. 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
3. Select from the answers given below, a purpose for conducting market research.
 - A. Budget constraints.
 - B. Previous success.
 - C. Industry experience.
 - D. Competitive analysis.
4. _____ is not a characteristic of research report.
 - A. Clear structure.
 - B. Objectivity.
 - C. Recommendations.
 - D. Comprehensive information.
5. The following activities are involved in data preparation and cleaning, except
 - A. Verification of data accuracy.
 - B. Establishment of data collection protocols.
 - C. Data entry, coding and transformation.
 - D. Identification and handling of missing data.

6. Selecting the right data storage equipment is crucial for ensuring _____ during data collection process.
- A. Storage.
 - B. Performance.
 - C. Ease of management.
 - D. Accuracy.
7. The following are factors contributing to the decrease in customer satisfaction in a business, except
- A. Poor product quality.
 - B. Personalization.
 - C. Billing and pricing issues.
 - D. Lack of convenience.
8. Identify an online platform that a marketer may use when carrying out a market survey.
- A. Google forms.
 - B. Postal surveys.
 - C. Printed questionnaire.
 - D. Mail survey.
9. _____ is the method a business developer can use in collecting primary data.
- A. Camera
 - B. Interview guide.
 - C. Notebook
 - D. Observation
10. The following are characteristics of research, except
- A. Research is not passive
 - B. Research is systematic
 - C. Research is not problem oriented
 - D. Research is purposeful
11. Identify from the list given below, a data analysis technique.
- A. SWOT analysis
 - B. Empirical analysis

- C. Scientific analysis
 - D. Inferential analysis
12. One of the following is the reason for business failure, except
- A. Lack of market research.
 - B. Poor financial control.
 - C. Poor management.
 - D. All of the above.
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 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.
18. The following are factors to consider when selecting the most appropriate research tools and equipment for business research, except
- A. Research objectives.
 - B. Research methodology.
 - C. Data type and source.
 - D. Location of data collection.
19. _____ is a strategy for market expansion.
- A. Market research.
 - B. Economies of scale.
 - C. Product diversification.
 - D. Market share.
20. The following are benefits of keeping research documents in a business, except
- A. Data retention policies.
 - B. Documentation standards.
 - C. Compliance with regulations.
 - D. Data privacy concerns.

SECTION B 40 MARKS

Answer all the questions from this section.

21. You are the marketing manager at MTZ limited Outline **three** features you will consider when designing your services. (3 Marks)
22. Appropriate business location is a key consideration aspect for every organization. Highlight **four** factors you should consider when choosing appropriate business location. (4 Marks)
23. A business manager may prefer to use modern technology to improve on business development. State **five** benefits associated with the move. (5 Marks)
24. Highlight **three** reasons why evaluation of business idea is important in business development. (3 Marks)
25. You are the sales person at Zooro limited. State **four** distribution strategies that you may adopt to ensure that your products are available in the market. (4 Marks)
26. When conducting a market survey, a manager may prefer using an interview. Outline **five** advantages of using interview as method of data collection. (5 Marks)
27. State **four** ways in which a firm may benefit from conducting market research before starting operations. (4 Marks)
28. Secondary sources of information may be used to gather market intelligence. Highlight **five** challenges that a researcher may face when using such sources. (5 Marks)
29. State **three** reasons why some firms are not able to play significant role in economic development. (3 Marks)
30. Data analysis involves examining and interpreting data to extract meaningful insights and make informed decisions. Outline **four** programs that can be used to carryout data analysis. (4 Marks)

SECTION C 40 MARKS

Answer any TWO questions from this section.

The maximum marks for each question is 20.

31.

- a) Charts and graphs are visual representations of data and are excellent for conveying trends, relationships, and patterns. Explain **five** types of charts and graphs a market researcher may use in presenting data. (10 Marks)
- b) Explain **five** challenges a researcher may face when conducting data collection. (10 Marks)

32.

- a) Report writing tools are software or applications designed to assist individuals in creating, formatting, and organizing reports Explain five types of report writing tools. (10 Marks)
- b) Maridadi limited is a new company and intend to start promoting the newly manufactured products. Outline **five** criteria the manager should use when choosing the media to use. (10 Marks)

33.

- a) There are certain factors that should be considered when evaluating the source of secondary data used in developing a business. Explain **five** such factors. (10 Marks)
- b) Ms. Juma is a marketing assistant at Alpha limited. She has been asked to carry out a research on new product development. Explain **five** types of questions that she may include in the research instruments. (10 Marks)