



THE KENYA NATIONAL EXAMINATIONS COUNCIL

Qualification Code : 041306T4BUS
Qualification : BUSINESS MANAGEMENT LEVEL 6.
Unit Code : BUS/OS/BM/CC/01/6/A
Unit of Competency : MANAGE BUSINESS RESEARCH AND DEVELOPMENT

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. Time allocated: **THREE (3) Hours.**
2. This paper has two sections **A and B.** Attempt questions in each section as per instructions given in the section.
3. You are provided with a separate answer booklet.
4. Marks for each question are indicated in the brackets.
5. Do not write on the question paper.

This paper consists of 4 printed pages.

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

SECTION A: (40 MARKS)

Attempt ALL questions in this section

1. Define the following concepts.
 - a) Hypothesis (2 marks)
 - b) Population. (2 marks)
 - c) Sample (2marks)
2. Explain the term research plan. (2 marks)
3. Explain **two** disadvantages of using social media to carry out business research. (4 marks)
4. Highlight **four** factors that contribute to non-response in data collection. (4 marks)
5. List **four** reasons why businesses carry out research regularly. (4 marks)
6. State **two** components of a research design. (2 marks)
7. Distinguish between probability and non-probability sampling techniques in research. (4 marks)
8. Outline **four** methods that a researcher may use to collect data. (4 marks)
9. List **four** challenges faced by a researcher when collecting data. (4 marks)
10. Outline **three** methods of presentation of statistical data in a research project. (3 marks)
11. State **two** methods that a researcher may use to minimize errors in sampling (2 marks)

SECTION B: (60 MARKS)

Answer Question TWELVE and ANY other TWO questions in this section.

12. Read the Case study below and answer the questions.

Over 33% of Kenya's GDP (2015) is attributed to the informal sector and over 80% of the labor force work in the informal sector. As far as pension coverage is concerned, only about 20% of the working population belong to pension schemes and these are almost exclusive to formal sector workers. The informal economy plays an important, yet often overlooked, role in the Kenyan economy. The informal sector activities provide the much needed source of income for the majority of the Kenyan people. The low pension coverage in the informal sector calls for intensive efforts to develop mechanisms that can encourage and increase contributions to pension schemes by the informal sector.

- a) From the above case study, state **two** specific objectives. (4 Marks)
- b) Develop **two** research questions from the case study. (4 Marks)
- c) Identify **two** hypotheses from the case study. (4 Marks)
- d) Develop a problem statement from the above case study. (8 Marks)

13.

- a) Leo Limited has contracted you to carry out marketing research. Explain **five** measures you may take to observe ethics when conducting the research. (10 Marks)
- b) Discuss **five** rules that a researcher must follow while designing a questionnaire. (10 Marks)

14.

- a) Explain the term literature review. (4 Marks)
- b) In writing a research proposal, literature review is a very important chapter. Justify this statement. (10 Marks)
- c) Explain **three** marketing challenges facing a company that can form a basis for research. (6 Marks)

15.

- a) At the end of every research undertaking a report has to be handed to an organization.

Describe **five** types of reports that a researcher may use to disseminate research findings.

(10 Marks)

- b) You have been requested by your supervisor to brief a team of research assistants on collecting marketing research data using interviews. Summarize FIVE areas that will form the basis of the briefing. (10 Marks)

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