

041305T4BUS

BUSINESS MANAGER LEVEL 6

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

MANAGE BUSINESS RESEARCH AND DEVELOPMENT

July/August 2024



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. This paper consists of two sections; **A** and **B**
2. Attempt **ALL** questions as guided in each section
3. Marks for each question are indicated in the bracket ().
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this 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

Turn over

SECTION A: (40 Marks)

Answer all questions in this section.

1. Business research involves a diverse range of stakeholders can lead to more comprehensive and insightful outcomes. Give **four** such stakeholders whom should be involved in business research. (4 Marks)
2. Probability sampling allows business researchers to make valid statistical inferences about the population based on the sample data. Mention **four** types of probability sampling. (4 Marks)
3. Business research open-ended questions encourage respondents to provide detailed, thoughtful responses in their own words. Outline **four** disadvantages of open-ended questions. (4 Marks)
4. At any stage of a research process, the systematic errors or deviations from the true value or reality that can occur. List **four** types of bias in business research. (4 Marks)
5. Business research topics can stem depending on the researcher's interests. State **three** sources of a business research topic. (3 Marks)
6. An abstract typically consists of key components, each providing essential information about the business research study. Identify any **four** of such components. (4 Marks)
7. Conducting a pilot study is a crucial step in the business research process, especially before launching a larger-scale study. Highlight **four** purposes of conducting a pilot study. (4 Marks)
8. Define the meaning of the term plagiarism as used in business research. (2 Marks)
9. When selecting a method for data analysis in business research, several factors should be considered to ensure the appropriateness and effectiveness of the chosen approach. Name **three** such factors. (3 Marks)
10. Enhancing the quality of a business research report involves implementing various measures throughout the report writing process. Enumerate **four** such measures to enhance the quality of the report. (4 Marks)
11. Visual aids are tools used to enhance research presentations by providing visual representations of information. State **four** tips that a business research should take into consideration when preparing effective visuals. (4 Marks)

SECTION B (60 MARKS)

Answer question 12 and any other two questions in this section.

12. Zaihabu was studying full time for her business management level 6 programme following two years working for a local authority as an assistant business manager, which had been undergoing a significant change of programme and restructuring during Zaihabu's time there. Zaihabu had been shocked at the speed and extent to which the culture of her department had worsened as a result of these changes, and at the negative impact they had on the employees and their work. During her studies, Zaihabu became interested in the literature on organizational culture and change management. Zaihabu kept in touch with her former local authority colleagues and line manager, and her primary motivation for her research project was to help them make sense of what had gone wrong during the change process and find a solution to these problems. Zaihabu planned to ask the people she had worked for and whom she knew she could interview them. She arranged 10 semi-structured interviews covering a senior manager, three middle and junior manager, as well as six non-managerial staff.
- (a) Explain the type of research as outlined in the case. (2 Marks)
- (b) Suggest **three** advantages of sampling method Zaihabu appear to be planning to use to select her interviewees. (6 Marks)
- (c) Describe **six** steps that Zaihabu will follow when formulating a research problem. (12 Marks)
13. Mary has been appointed to be a member of a team that has been given a task to conduct an operational research to determine the impact of financial literacy among business management college trainees in Kenya.
- (a) Analyze the steps that Mary will follow when undertaking her research process. (12 Marks)
- (b) Examine **four** disadvantages of descriptive statistics as a methods that Mary can use in analyzing data. (8 Marks)
14. (a) Multinational business organizations invest significant resources in research and development for several reasons. Elaborate **five** such reasons. (10 Marks)
- (b) A contracted research consultant has submitted a research proposal to the business

manager of Uzuri company Limited. Illustrate **five** benefits of having such a written proposal. (10 Marks)

15. (a) Describe the contents of the methodology section of a business research report. (12 Marks)

(b) Research cost is determined according to research problem and organizational budget. Propose **four** approaches when estimating cost in business research (8 Marks)

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