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UNIVERSITY EXAMINATIONS 2023/2024

DIPLOMA IN BUSINESS MANAGEMENT

BUS/BM/CC/01/6:MANAGING BUSINESS RESEARCH AND DEVELOPMENT

DATE: APRIL 2024

TIME: 3 HOURS

INSTRUCTIONS: Answer All Questions.

SECTION A (40 MARKS)

1. Define the following terms;
 - a. Population (2 Marks)
 - b. Target population (2 Marks)
2. Explain the meaning of reconnaissance as used in research. (4 Marks)
3. Explain importance of gathering customer feedback in business research. (4 Marks)
4. Define the following terms as used in business research. (4 Marks)
5. Explain the two types of hypothesis (4 Marks)
6. Explain the types of data used in business research. (4 Marks)
7. Explain the tools used to collect data in business research. (4 Marks)
8. Discuss any two analysis tools used to analyze data collected (4 Marks)
9. Discuss the steps followed in gathering customer feedback. (4 Marks)
10. Most researchers have adopted the use of online search engine to make queries and retrieve relevant information. Outline **the benefits** of this move. (4 Marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

SECTION B – Long Answer Questions – Answer Any Questions. (60 MARKS)

11. a. Determine the cost of research involves considering various factors, discuss the factors. (12 Marks)
- b. Discuss the importance of carrying out pilot tests. (8 Marks)
12. a. Identification of research tools, equipment, and materials involves selecting the appropriate tools, instruments, and material needed to collect and analyze data for a research project, explain its importance. (10 Marks)
- b. Discuss the process followed in collecting business research data. (10 Marks)
13. a. Discuss critically ways of ensuring adherence to research scheduled is maintained. (10 Marks)
- b. To identify a research geographical area and target population, you will need to consider several factors discuss this factors. (10 Marks)
14. a. Elucidate the steps to consider when establishing a business research, a problem. (10 Marks)
- b. Explain the guidelines to follow when establishing research personnel for a project. (10 Marks)

