

## **MANAGING BUSINESS RESEARCH AND DEVELOPMENT**

**UNIT CODE: BUS/BM/CC/1/6**

**MAIN EXAM**

### **INSTRUCTIONS TO CANDIDATES**

1. This paper has **TWO** sections **A** and **B**.
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.

### **SECTION A (40 MARKS)**

**Answer all the questions in this section**

- 1) Define the following terms;

Population      2 marks

target population    2 marks

2. explain the meaning of reconnaissance as used in research    4 marks

- 3 Explain the importance of gathering customer feedback in business research 4 marks

- 4 Define the following terms as used in business research    4 marks

Variables

Hypothesis

Pilot study

- 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)

### **SECTION B (60 MARKS)**

**Answer any THREE questions in this section**

#### **QUESTION eleven**

- a) Determining the cost of research involves considering various factors, discuss the factors  
12 marks
- b) Discuss the importance of carrying out pilot tests 8 marks

### **QUESTION twelve**

- a) Identification of research tools, equipment, and materials involves selecting the appropriate tools, instruments, and materials 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

### **Question thirteen**

- 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

### **Question fourteen**

- 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