

041306T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CC/01/5

Manage Business Research and Development

JULY/AUG 2023



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

WRITTEN ASSESSMENT

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 as indicated.
4. Do not write on the question paper.

This paper consists of seven (7) printed pages.

SECTION A: (20 MARKS)

In this section, each question carries one (1) mark. Attempt all questions in this section.

1. Which among the following is a step in the research process?
 - A. Background to study
 - B. Conclusion
 - C. Locating and defining issues or problem
 - D. Reporting format
2. Which of the following is a reason why customer feedback is important to business?
 - A. Helps in retaining customer
 - B. Helps in improving products and services
 - C. Budgeting
 - D. Planning
3. Which among the following is a customer feedback channel?
 - A. Radio
 - B. App
 - C. Company website
 - D. Television
4. Customer feedback benefits in improving customer loyalty, which of the following is a key way?
 - A. Recording
 - B. Appreciating
 - C. Ignoring
 - D. Listening to your customer voices
5. There are several types of customer feedback and how to collect them, which of the following is one of them?
 - A. Branding
 - B. Segmenting
 - C. Surveys
 - D. Growth