



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

Qualification Code : 041306T4BUS
Qualification : Business Management Level 6
Unit Code : BUS/OS/BM/CC/01/6/A
Unit of Competency : Manage Business Research

ASSESSOR'S GUIDE WRITTEN ASSESSMENT

SECTION A: (40 Marks)

Note to assessor: These are suggested answers to act as guidelines

1. State three disadvantages of business research (3 marks)
 - **Business Research can be expensive and time-consuming.**
 - **It also has the danger of being assumptive and imprecise at times, because the focus groups might be small or can be highly based on assumptions.**
 - **The market is ever-changing and ever-evolving and capturing the right trends or anticipating them can constitute a complicated process for business research.**

3x1=3 marks
2. Distribution research helps an organization to gain insights into certain factors. Propose five of such factors (5 marks)
 - **Better management of sales channels with enhanced knowledge**
 - **Better segmentation of distribution within sales channels**
 - **Roles played by intermediaries in the sales process**
 - **Understanding the centers of influence within a sales channel**
 - **The company's market position within a particular sales channel**

5x1= 5 marks
3. Name five types of customer feedback (5 marks)
 - **Product and brand health feedback**
 - **Customer satisfaction feedback**
 - **Brand loyalty feedback**
 - **Sales feedback**
 - **Customer preference feedback**

5x1=5 marks
4. List four types of equipment included in research budget items (4 marks)
 - **Fixed equipment**
 - **Movable equipment**
 - **Office equipment**
 - **Equipment installation**

4x1=4marks
5. Qualitative research methods are classified into various categories, one of them being the grounded theory which uses several methods. Name three such methods (3 marks)
 - **Participant observation**