



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

Qualification Code : 041305T4BUS
Qualification : Business Management Level 5
Unit Code : BUS/OS/CC/BM/BC/01/5/A
Unit of Competency : Manage Business Research and Development

ASSESSORS GUIDE WRITTEN ASSESSMENT

SECTION A (20 MARKS)

(Award 1 mark each for correct answer)

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. Website**
 - B. Radio
 - C. App
 - 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. Customer satisfaction feedback**
 - D. Growth
6. Determining market research budget requires tips, which one of the following is a tip?
- A. Plan before
 - B. Focus on future trends
 - C. Understand what costs to expect and what information that gets you**
 - D. Customized
7. Which of the following is among the main elements affecting research cost?
- A. The person carrying research
 - B. Research objective**
 - C. Direction of the research
 - D. The problem statement
8. There are a number of occasions where market research is appropriate, which of the following is one of the occasion?
- A. When launching a new product or service**
 - B. When marketing the organization
 - C. During the closure of organization
 - D. When budgeting
9. Data comes in different structures, which of the following is one of them?
- A. Locked or unlocked
 - B. Structured or unstructured**
 - C. Typed or untyped