

041305T4BUS

BUSINESS MANAGEMENT LEVEL 5

BUS/OS/BM/CC/01/5/A

MANAGE BUSINESS RESEARCH AND DEVELOPMENT

Nov/Dec 2023



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

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 indicated in the brackets ().
4. Do not write on the question paper.

This paper consists of Seven (7) printed pages.

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing.

SECTION A: 20 MARKS

Answer all questions in this section. Each question carries one (1) mark.

1. The first step the manager can do in the marketing research process is called_____.
 - A. Collecting data.
 - B. Defining the objectives.
 - C. Defining the solution.
 - D. Designing the product.
2. Which of the following is a way of doing market research?
 - A. Do segmentation.
 - B. Start identifying your target market
 - C. Talk to clients
 - D. Document
3. Select from the answers given below, a purpose for conducting market research.
 - A. Budget constraints.
 - B. Previous success.
 - C. Industry experience.
 - D. Competitive analysis.
4. _____is not a characteristic of research report.
 - A. Clear structure.
 - B. Objectivity.
 - C. Recommendations.
 - D. Comprehensive information.
5. The following activities are involved in data preparation and cleaning, except
 - A. Verification of data accuracy.
 - B. Establishment of data collection protocols.
 - C. Data entry, coding and transformation.
 - D. Identification and handling of missing data.