

041306T4BUS

BUSINESS MANAGER LEVEL 6

BUS/OS/BM/CC/01/6/A

Manage Business Research and Development

Nov/Dec 2024



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

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: A and B.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

**This paper consists of FOUR (4) 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 (40 MARKS)

Answer ALL the questions in this section.

1. Akinyi, has been contracted as a research assistant at Mavuno company. State FOUR roles that she will play in the organization. (4 Marks)
2. Tito a social media production manager is concerned on the kind of products and service that are popular in the market. State FOUR reason for carrying out business research. (4 Marks)
3. Mr. Kamau has finished collecting data and intends to write a financial report plan in readiness for presentation . List FOUR components that he will include in his report. (4 Marks)
4. Data collection methods are ways in which a researcher wants to systematically collect data in business research. Give FOUR such methods. (4 Marks)
5. List FOUR errors that may occur during data analysis. (4 Marks)
6. Karemba Limited is a clothing company which intends to conduct a business research to expand its business. State FOUR sources of information that the researcher will use to formulate the research. (4 Marks)
7. Report writing process in research comes after a researcher has collected data. Mention FOUR measures that a business researcher should take to enhance the quality of the report. (4 Marks)
8. A business research may encounter different challenges during administration of data collection exercise. Identify FOUR ways through which a research can reduce non-response rate among respondents. (4 Marks)
9. Highlight FOUR uses of literature review in business research. (4 Marks)
10. Jaber is planning to collect data using interview. Suggest FOUR guidelines that he should follow to get the desired information. (4 Marks)

SECTION B (60 MARKS)

Answer Question 11 and any other TWO questions in this section.

11. Household water consumption accounts for 20% of total water use in Kenya. Agriculture accounts for 76%, while industrial use accounts for 4%. This pattern is common in developing countries that rely heavily on agriculture. The trends are reversed in the majority of developed countries. For example, Holland used 34% of its water resources for agriculture, 5% for household purposes and 61% for industrial activities. On average, the world uses 70% of freshwater for irrigation, 20% for industrial purposes and 10% for domestic use (Gleicketal, 2002).

Kenya, like many other developing countries, is confronted with significant fresh water planning and management challenges. Only about 65% of the population has access to safe drinking water (Furst & Hermegger, 2014). Despite the critical importance of quality water demand and distribution for sustainable development and improved livelihoods, its decline is becoming a global issue. According to Whittington (2007), only one-third of Kenya's population has access to improved water facilities, while the rest is water stressed.

High water demands, as well as a lack of effective and long-term strategies for addressing natural and man-made problems affecting water resources, such as climate variability. Despite the government's target of providing water to all by the year 2000, current reports indicate that approximately 58 percent of people living within Kenya's major basins do not have access to portable water, making them vulnerable to extreme water scarcity (Kenya and UNICEF, 1998).

Household water consumption is influenced by both external and internal factors. External factors such as climate, rainfall, price, public policies and population growth are typically indirect and beyond the user's control. Internal factors such as dwelling type, devices, number of household members and lifestyle on the other hand, have a direct impact on and are controlled by the user.

Furthermore, these factors imply that water consumption patterns and infrastructure, well account for differences in water consumption across districts. Urbanization is occurring as a

result of rapid population growth and changes in socio economic activities. Industrialization, as well as water-intensive lifestyles, have also contributed significantly to a water crisis around the world (UNEP, 2000). Globally, fresh water and water resources are in short supply.

- (a) Formulate the title of the study (2 Marks)
- (b) Determine TWO variables you would consider in the research (4 Marks)
- (c) Give THREE research objectives for your study (3 Marks)
- (d) From (c), formulate THREE research hypothesis (3 Marks)
- (e) Describe the research design you would adopt for this study (4 Marks)
- (f) How will you enhance ethical values while carrying out this study? (2 Marks)
- (g) State TWO possible limitation you would encounter while carrying out this study (2 Marks)

12. (a) Determining cost for business market research is important before engaging in it.

Describe FIVE factors that one has to consider while determining the cost of business market research. (10 Marks)

(b) There are certain factors that a business researcher should consider when selecting a method to use in data analysis. Explain FIVE such factors. (10 Marks)

13. (a) Describe FIVE disadvantages of using questionnaires in data collection. (10 Marks)

(b) Explain FIVE challenges researchers face while carrying out data collection. (10 Marks)

14. (a) Gathering customer feedback is a process of obtaining customer opinion on a product or service. Explain FIVE ways of obtaining such feedback. (10 Marks)

(b) Describe FIVE qualities of a good business research. (10 Marks)