



**PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES
JANUARY – APRIL 2025 ASSESSMENT**

END OF TERM ASSESSMENT

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

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

1. Read all the instructions carefully before attempting the questions.
2. You are allowed 2 Hours to Answer the questions.
3. Marks for each question are indicated in brackets.
4. Write your responses in the Separate Answer booklet provided.
5. Do not write anything on this question paper.
6. Attempt all questions in Section A and any Three questions in Section B.

SECTION A: 40 Marks
(Instructions: Attempt all questions in these section)

- 1) You are the marketing manager at MTZ limited. Outline **FOUR** features you will consider when designing your services. (4 Marks)
- 2) Appropriate business location is a key consideration aspect for every organization. Highlight **FOUR** factors you should consider when choosing appropriate business location. (4 Marks)
- 3) A business manager may prefer to use modern technology to improve on business development. State **FOUR** benefits associated with the move. (4 Marks)
- 4) Highlight **FOUR** characteristics of a good business research. (4 Marks)
- 5) Highlight **FOUR** reasons why evaluation of business idea is important in business development. (4 Marks)
- 6) List **FOUR** benefits of using interviews as a method of data collection (4 Marks)
- 7) State **FOUR** reasons why some organizations are not able to play significance role in economic development (4 Marks)
- 8) Secondary sources of information may be used to gather market intelligence. Highlight **FOUR** challenges that a researcher may face when using such sources. (4 Marks)
- 9) State **FOUR** ways in which a firm may benefit from conducting market research before starting operations. (4 Marks)
- 10) Data analysis involves examining and interpreting data to extract meaningful insights and make informed decisions. Outline **FOUR** programs that can be used to carryout data analysis. (4 Marks)

SECTION B: 60 Marks

(Instructions: Attempt Any Three Questions)

- 11) A) There are certain factors that should be considered when evaluating the source of secondary data used in developing a business. Explain **FIVE** such factors. (10 Marks)
- B) Ms. Juma is a marketing assistant at Alpha limited. She has been asked to carry out a research on new product development. Explain **FIVE** types of questions that she may include in the research instruments. (10 Marks)
- 12) A) Mr Jackson is a businessman and wants to conduct research. Explain **FIVE** steps of research process. (10 Marks)
- B) Customer feedback refers to the information that comes directly from consumers about the satisfaction or dissatisfaction they experience regarding a certain product or service. Explain **FIVE** common sources of customer feedback (10 Marks)
- 13) A) Market research is any set of techniques used to gather information and better understand a company's target market. What are **FIVE** cost components of market research (10 Marks)
- B) A statement of the problem is used in research work as a claim that outlines the problem addressed by a study. Explain **FIVE** key essential characteristics of a statement of the problem (10 Marks)
- 14) A) There are a bunch of underlying reasons for collecting data especially for a researcher. Discuss **FIVE** reasons. (10 Marks)
- B) John a business researcher wants to develop a hypothesis. Describe **FIVE** steps involved in developing a hypothesis. (10 Marks)