



## **PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES SEPTEMBER – DECEMBER 2024 ASSESSMENT**

### **FORMATIVE ASSESSMENT**

Qualification Code : **041306T4BUS**

Qualification : **Business Management Level 6**

Code : **BUS/BM/CC/01/6**

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

**(Instructions: Attempt all questions in these section)**

- 1) Define the following terms as used in Business Research and Development.
  - A. Primary data. (2 Marks)
  - B. Secondary data. (2 Marks)
- 2) List **FOUR** sources of secondary data (4 Marks)
- 3) State **FOUR** types of consumer data that business collects. (4 Marks)
- 4) Highlight **FOUR** characteristics of a good business research. (4 Marks)
- 5) Outline **FOUR** factors to consider when choosing appropriate business location (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) List **FOUR** programs that can be used to carryout data analytics (4 Marks)
- 9) State **FOUR** challenges faced when conducting a business research (4 Marks)
- 10) Explain **FOUR** disadvantages of using social media to carry out business research (4 Marks)

## SECTION B

**(Instructions: Attempt Any Three Questions)**

- 11) A) It is evident enough that organizations have been increasing their research practices. Explain **FIVE** reasons why businesses carry out research regularly. (10 Marks)  
B) There are many types of business research that any organization can utilize. Explain **FIVE** research methods that a business manager can use to carry out business research (10 Marks)
- 12) A) For a successful market survey, the surveyor should incorporate appropriate tools. Explain **FIVE** tools used to conduct a market survey. (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) Customer feedback can be classified in various forms. Explain **FIVE** classifications of customer feedback (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) Secondary sources of information may be used to gather market intelligence. Explain **FIVE** challenges that a researcher may face when using such a sources. (10 Marks)  
B) Responses from the respondents is an essential step in data collection. Explain **FIVE** factors that contribute to non-response in data collection. (10 Marks)