

041305T4BUS

BUSINESS MANAGER

LEVEL 6

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

Manage Business Research And Development

July/August 2024



SECTION A (40 MARKS)

1. Stakeholders in Business Research:

- **Management:** Provides strategic direction and resources.
- **Employees:** Offer insights and feedback relevant to the research.
- **Customers:** Help identify market needs and preferences.
- **Investors:** Provide a financial perspective and expectations for returns.

2. Types of Probability Sampling:

- **Simple Random Sampling:** Every member has an equal chance of selection.
- **Systematic Sampling:** Selecting every nth member from a list.
- **Stratified Sampling:** Dividing the population into strata and sampling from each.
- **Cluster Sampling:** Dividing the population into clusters and randomly selecting clusters.

3. Disadvantages of Open-Ended Questions:

- **Time-Consuming:** Analyzing responses can be lengthy and complex.
- **Variability in Responses:** Responses can vary widely, making analysis difficult.
- **Potential for Misinterpretation:** Respondents may misunderstand the question.

- **Lower Response Rates:** Some respondents may avoid answering open-ended questions.

4. Types of Bias in Business Research:

- **Selection Bias:** Non-random selection of participants affecting results.
- **Response Bias:** Participants providing inaccurate or misleading responses.
- **Confirmation Bias:** Researchers favoring information that confirms their hypotheses.
- **Measurement Bias:** Inaccurate data collection methods leading to distorted results.

5. Sources of a Business Research Topic:

- **Literature Review:** Existing research and theories in the field.
- **Industry Trends:** Current developments and challenges faced by businesses.
- **Personal Experience:** Insights gained from professional experiences or observations.

6. Key Components of an Abstract:

- **Purpose of the Study:** The main objective or research question.
- **Methodology:** Overview of the research design and methods used.
- **Results:** Summary of key findings or outcomes.
- **Conclusion:** Implications of the research and recommendations.

7. Purposes of Conducting a Pilot Study:

- **Test Feasibility:** Assessing the practicality of the research design.
- **Identify Issues:** Spotting potential problems in the research process.
- **Refine Instruments:** Improving data collection tools based on feedback.
- **Estimate Time and Resources:** Gauging the time and resources needed for the full study.

8. Definition of Plagiarism:

- Plagiarism is the act of using someone else's work, ideas, or intellectual property without proper attribution, presenting it as one's own.

9. Factors to Consider for Data Analysis Method:

- **Nature of Data:** Type (qualitative or quantitative) and structure of data.
- **Research Objectives:** Alignment of analysis methods with research goals.
- **Statistical Techniques:** Availability and appropriateness of statistical tools.

10. Measures to Enhance Quality of Research Report:

- **Clear Structure:** Organizing the report logically with headings and subheadings.
- **Thorough Editing:** Reviewing for grammatical and typographical errors.
- **Use of Visuals:** Incorporating charts and graphs to illustrate data.
- **Citations and References:** Properly citing sources to enhance credibility.

11. Tips for Preparing Effective Visuals:

- **Simplicity:** Keep visuals clear and uncluttered for easy understanding.
- **Relevance:** Ensure visuals directly support the key points being made.
- **Consistency:** Use consistent colors, fonts, and styles throughout.
- **Legibility:** Ensure text and labels are readable from a distance.

SECTION B (60 MARKS)

12. a) Type of Research:

- The type of research Zaihabu is conducting is **qualitative research**, as she intends to gather in-depth insights through semi-structured interviews.

b) Advantages of the Sampling Method:

- **Rich Insights:** Allows for detailed responses and deeper understanding.
- **Flexibility:** Semi-structured interviews can adapt to the flow of conversation.
- **Diverse Perspectives:** Engaging different levels of staff provides a comprehensive view.

c) Steps in Formulating a Research Problem:

- **Identify the Research Area:** Determine the broad topic of interest.
- **Review Literature:** Conduct a review of existing studies and theories.

- **Define the Research Gap:** Identify what is missing in current research.
- **Formulate Research Questions:** Develop specific questions to guide the study.
- **Determine Objectives:** Establish what the research aims to achieve.
- **Refine the Problem Statement:** Clearly articulate the research problem.

13. a) Steps in the Research Process:

- **Define the Research Problem:** Clearly state the issue to be investigated.
- **Conduct a Literature Review:** Gather existing knowledge on the topic.
- **Design the Research Methodology:** Choose appropriate methods and tools.
- **Collect Data:** Gather information through surveys, interviews, etc.
- **Analyze Data:** Use statistical methods to interpret the data collected.
- **Present Findings:** Compile and share results in a clear format.

b) Disadvantages of Descriptive Statistics:

- **Lack of Depth:** Provides a summary without insight into underlying causes.
- **Potential Misleading Conclusions:** Can oversimplify complex data.
- **No Causal Relationships:** Does not establish cause-and-effect links.
- **Sensitive to Outliers:** Extreme values can skew results significantly.

14. a) Reasons for Investment in R&D:

- **Innovation Development:** Creating new products or improving existing ones.
- **Competitive Advantage:** Staying ahead of competitors through unique offerings.
- **Market Adaptation:** Responding to changing consumer needs and preferences.
- **Cost Reduction:** Finding more efficient processes or materials.
- **Long-Term Growth:** Ensuring sustainable business growth through new opportunities.

b) Benefits of a Written Research Proposal:

- **Clarity of Objectives:** Clearly outlines the goals and scope of the research.
- **Resource Planning:** Helps in budgeting and resource allocation.
- **Accountability:** Establishes responsibilities and timelines for deliverables.
- **Framework for Evaluation:** Provides a basis for assessing the research's success.

- **Facilitates Communication:** Ensures all stakeholders are aligned on expectations.

15. a) **Contents of the Methodology Section:**

- **Research Design:** Overview of the research approach (qualitative, quantitative, or mixed).
- **Sampling Method:** Description of the sampling technique and participant selection.
- **Data Collection Methods:** Explanation of how data will be gathered (surveys, interviews, etc.).
- **Data Analysis Techniques:** Outline of the methods used to analyze the data.
- **Ethical Considerations:** Discussion of ethical issues and how they will be addressed.