INSTRUCTIONS: *ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO QUESTIONS FROM SECTION B*

SECTIONS A (30 marks)

QUESTION ONE

The socio-political crisis in the North West and South West Region of Cameroon has affected majority of people and businesses negatively though a new persons are making a lot of gains from the situation. Most managers have gone back to the drawing room to develop winning strategies for their businesses. Highland Restaurant found in Mile 16, Buea is forced by the situation to relocate the business. You have been contacted to carry out a small research in another region or in any part of Buea to enable Highland Restaurant to relocate.

Required:

a) Develop a research topic (**2marks**)
b) Develop the **main** and **two specifics** objectives of your research (**6marks**)
c) Develop two research hypothesis from the specific objectives (**4marks**)
d) State and briefly explain the two types and two sources of data you can use in this research (**8marks**)
e) Which source of data is suitable for this research? Justify your stand. (**10 marks**)

SECTION B:

QUESTIONS TWO
a) State and briefly explain the various types of interviews (**6marks**)
b) Which of the interview method do you prefare, justify your position (**4marks**)

QUESTION THREE
a) Distinguish between a sample and population with the use of examples(**4marks**)
b) State and explain the two main types of sample designs with examples in each case (**10marks**)

QUESTION FOUR
State and explain the three main components of a report (**10marks**)

QUESTION FIVE
a) What is a business proposal? (**3marks**)
b) Outline and explain seven steps in Writing business proposals (**7marks**)

GOOD LUCK.