

SECTION 4 Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

ETHNOGRAPHY IN BUSINESS

Ethnography: research which explores human cultures

It can be used in business:

- to investigate customer needs and **31**
- to help companies develop new designs

Examples of ethnographic research in business

Kitchen equipment

- Researchers found that cooks could not easily see the **32** in measuring cups.

Cell phones

- In Uganda, customers paid to use the cell phones of entrepreneurs.
- These customers wanted to check the **33** used.

Computer companies

- There was a need to develop **34** to improve communication between system administrators and colleagues.

Hospitals

- Nurses needed to access information about **35** in different parts of the hospital.

Airlines

- Respondents recorded information about their **36** while travelling.