

***S4 COMMERCE ACTIVITY ABOUT MARKET RESEARCH AND INTEGRATION***

1.(a) Define market research.

(b) Of what importance is market research to;

-the manufacturer/producer

-the trader/business owner.

2.(a) What are the best methods of carrying out market research by a manufacturer/producer.

(b) Identify the challenges of carrying out market research in Uganda

3. (a) Of what importance is the East African Community to Uganda?

(b) What are the problems experienced by Uganda in the EAC.

(c) Show the achievements of the EAC since its revamp.

**GOD BLESS U**