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.

LIVEWORKSHEETS