



MRS Diploma in Market & Social Research Practice

UNIT 1 – The Principles of Market & Social Research

Examination Paper

Tuesday 3rd December 2013
9.30am – 12.30pm

Instructions for Candidates

- Time allowed 3 hours.
- Candidates must answer all questions within this exam paper.
- Question 1 is worth 50% of the final mark and Questions 2 and 3 are each worth 25%. Where questions are subdivided into 2 or 3 tasks, the weighting for each task within the question will be clearly indicated.
- All answers must be written in your Examination Answer booklet.

Important Note: The requirement is for candidates to complete questions 1, 2 & 3 and all part questions within these questions, failure to do this by not completing the requirement may result in the paper being marked as non-compliant.

This Exam Paper must not be removed from the exam room. At the end of the exam please hand this paper back to the Invigilator.

The research problems contained in this material are fictional, any similarity to any real-life organization, company or business is entirely unintended.

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Unit 1 – 3rd December 2013 Examination Paper
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Please turn the page for CASE STUDY & QUESTIONS

Read the following case study and answer ALL questions.

TanSport

TanSport is a global manufacturer selling their range of bags and rucksacks in over one thousand retail outlets across the UK. For nearly two decades, TanSport has devoted itself to the growth of functional bags for everything from laptops to outdoor pursuits. The TanSport name is a well known and a respected brand in the market. TanSport is now wishing to develop a footwear range for outdoor recreational pursuits using the TanSport brand name. Prior to developing the footwear range, TanSport wish to better understand the market for footwear related to climbing and hill walking. The company requires a programme of market research looking at the UK market to determine:

- a) The buying behaviour for footwear relating to climbing and hill walking covering aspects such as the average annual level of expenditure per person, the types of products purchased, the criteria used in selecting footwear.
- b) The reputation among consumers of the four main brands (Scarpa, Salomon, HiTec and Zamberlan) currently servicing this sector.
- c) The awareness of and attitudes towards the TanSport bag brand.

The company is willing to spend up to £68,000 on the research project.

The above data has been based on a fictitious situation drawing on a variety of events and does not reflect the management practices of any particular organisation.

Question 1

You are a Research Executive in a market research agency and have been asked to make reasonable assumptions based on the brief and produce a proposal to address the research needs of the company.¹

¹ For the purpose of this question, your proposal should exclude the sections relating to personal CVs, related experience, references and contract details.

(Total 50 marks)

Question 2

Design a questionnaire to meet some or all of the research objectives of the project set out in Question 1. The questionnaire should clearly demonstrate your knowledge of sequencing, question wording and question/response format.

(The layout of the questionnaire will not be assessed.)

(Total 25 marks)

Question 3

Considering their long term research needs, the senior executives of TanSport are considering establishing a UK panel of outdoor enthusiasts. This panel could potentially be approached on a regular basis for feedback on new and existing products provided by TanSport and their competitors. They are concerned about their lack of knowledge of the benefits and drawbacks of using panels and any issues involved in extending the panel to include young teenagers aged 13 - 16. They have asked TanSport's Insight/Research Manager to write a paper clarifying:

- a) How does a panel operate and what are the advantages and disadvantages of TanSport using a panel?
(15 marks)
- b) The issues involved in extending the panel to include young teenagers.
(10 marks)

(Total 25 marks)

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