

MRS Advanced Certificate in Market & Social Research Practice

Preparing for the Exam: Section 2 Q2- Question

Section 2 of the examination contains 6 essay-style questions. You must answer 2 out of 6.

The following question appeared in the MRS Advanced Certificate exam in June 2008. The weighting guide which follows each question is designed to help you work out how much information you need to put in each question. In Question 2 the 2 questions are weighted equally. Therefore you should try to ensure that you focus your time and efforts equally across both questions

Read the question then allow yourself 45 – 50 minutes to write your answer. When you have finished, you can compare your answer with the Section 2 Q2 Answer Guide.

Section 2

QUESTION 2

2. You work for T@3, a company which owns a small chain of teashops in London. The T@3 chain specialises in traditional afternoon tea, with a large menu of different teas and cream cakes. The company now wants to expand its business to one more city in the UK. It is considering three major tourist destinations – Edinburgh, Oxford and Brighton. However, it first needs to commission some market research to identify the most appropriate place to open its next teashop.

a) Outline the types of information which should be included in the brief in order to provide a basis for appropriate research. Give reasons for the suggestions you make.

(Weighting: one-half of total)

b) The marketing manager of T@3 has decided that money could be saved if the desk research for this project is carried out in-house. Outline a programme of secondary research which the company could undertake to find out about the potential market for its brand in each city. Give reasons for the suggestions you make.

(Weighting: one-half of total)