



MRS Diploma in Market and Social Research Practice

Unit 5 – Case Study

Section 2: Examination

8th December 2010

2.00pm – 5.00pm

Instructions for Candidates

Time allowed: 3 Hours

- Candidates should answer **ALL 3** questions in this examination.

The requirement is for candidates to complete all of the questions in this exam paper, failure to do this may result in the paper being marked as non-compliant.

- All answers must be written in your Examination Answer booklet.
- The questions are equally weighted in their contribution towards the final result. Where questions are subdivided into 2 or 3 tasks, the weighting for each task within the question is clearly indicated.

MRS is the world's largest association for people and organisations that provide or use market, social and opinion research, business intelligence and customer insight.

MRS is the awarding body for market and social research qualifications in the UK. It offers a range of government-approved qualifications suitable for different interests and levels of experience.

MRS Diploma in Market and Social Research Practice
Unit 5 Case Study – Examination Paper
© The Market Research Society 2010



MRS
15 Northburgh Street
London EC1V 0JR

Telephone: +44 (0)20 7566 1805
Fax: +44 (0)20 7490 0608
Email: profdevelopment@mrs.org.uk
Website: www.mrs.org.uk

Company Limited by guarantee. Registered in England No 518686. Registered office as above.

Question 1

Gemini Research has been asked to meet the UK Carbon Monitor Research Manager and Senior Management team and present their research proposal. You are Gemini's Project Director and the day before the meeting UKCM's marketing research manager sends you an email asking you to address the following two issues

- a) They think your proposal may simply be a standard proposal that you use for all your omnibus survey clients and they are concerned that there has been insufficient tailoring of the proposal to their specific needs.

Describe how you would respond to this criticism and how you would design the content of your presentation to address this.

(Weighting: 50% of total)

- b) One of UKCM's senior management team is of the opinion that measuring public attitudes through the use of social media channels is an approach that should be considered rather than using a traditional survey. She claims that another agency has incorporated a social media component as part of their research approach.

As no time or budget appears to be available for this, describe your response to this senior manager's viewpoint and the recommendations you would make.

(Weighting: 50% of total)

Question 2

At the meeting, UKCM raise a number of issues relating to the research.

- a) UKCM would like Gemini to ensure that no companies perceived as major polluters (e.g. oil companies, energy companies, car manufacturers and transport companies) have questions appearing on the same omnibus questionnaire as UKCM, as they feel that this would bias the results. You know that this would not be possible as some of your regular omnibus clients are active in these sectors. Outline your response to this request and the recommendations/ assurances you would make.

(Weighting: 60% of total)

- b) UKCM would like greater clarity as to why Gemini wishes to use a mix of rating and ranking questions instead of concentrating on one format. Outline your response and justify your decision to adopt a mixed approach.

(Weighting: 40% of total)

Question 3

Following the second wave of the research,

- a) The project manager at Gemini Research responsible for the UKCM project is about to leave to join another research agency. The Gemini Board agrees that a researcher from another part of the agency will take on the project management role. What actions will you undertake to ensure a smooth handover?

(Weighting: 50% of total)

- b) UKCM contact you to inform you about a qualitative research study involving 8 focus groups undertaken by another environmental pressure group which contradicts the findings appearing in Gemini's second wave report. The client is concerned; how would you reassure UKCM that Gemini's research is more reliable?

(Weighting: 50% of total)

This page is blank

This page is blank



MRS
15 Northburgh Street
London EC1V 0JR

Telephone: +44 (0)20 7566 1805
Fax: +44 (0)20 7490 0608
Email: profdevelopment@mrs.org.uk
Website: www.mrs.org.uk

Company limited by guarantee. Registered in England No 518686. Registered office as above.