



MRS Diploma in Market and Social Research Practice

Unit 5 – Case Study

Section 2: Examination

Wednesday 3rd June 2009

2.00pm – 5.00pm

Instructions for Candidates

Time allowed: 3 Hours

- Candidates should answer **ALL 3** questions in this examination.
- 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.
- Candidates are awarded a band grade (Distinction, Pass or Fail). In order to pass the examination, candidates will normally be required to achieve a minimum of a Pass grade in all three questions. Candidates who are awarded a Fail grade in one question will normally be expected to achieve a strong Pass grade or above in one of the remaining two questions to pass.

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 2009



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 consider Section 5.2 of the proposal on Questionnaire Design to be unclear and they would like far more clarification about the format and nature of the envisaged questions areas, and examples of the questions that are likely to be asked.

Describe how you would respond to this request, and provide details of the further information you would provide, including any illustrative or example questions you would provide at this stage.

(Weighting: 50% of total)

- b) One of UKCM's senior management team is of the opinion that qualitative research should always be undertaken to assist in the development of questions for a quantitative or omnibus questionnaire. She is concerned about the validity of any questions that are developed without the use of qualitative research and claims that another agency has offered to run two group discussions as part of their proposed research approach.

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

(Weighting: 50% of total)

Question 2

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

- a) As environmental issues are likely to impact on future generations, UKCM would like the research to include young teenagers in the age range 12-15 within the sample. The proposal indicates that the omnibus covers respondents who are 16+. They ask whether the sample can be boosted to include the younger age range or would a separate tracking study be needed. Outline your response to this request and the recommendations you would make.

(Weighting: 60% of total)

- b) UKCM would like to know if people who live closer to industrial areas or power plants have different attitudes and opinions than those living in other areas. Could postcodes of respondents be provided with the data or is there any other way that this information could be obtained? Outline your response to this request and the recommendations you would make.

(Weighting: 40% of total)

Question 3

Following the first wave of the research,

- a) You are contacted by UKCM who want to publish a report and related press releases quoting the study (including naming your agency) and stating that “public trust in government initiatives is at an all time low”. You are concerned that the claims are unfounded as it is only the first wave of the research and there is no benchmark to compare current levels of public trust with government initiatives. You want to hold onto UKCM as a client, what do you do?

(Weighting: 60% of total)

- b) UKCM would also like to change some of the questions on future waves of the research to “highlight” the problems of government initiatives, although they would like to continue to use the first wave data as a benchmark. Outline your response to this request and the recommendations you would make.

(Weighting: 40% of total)

This page is blank

This page is blank