



## MRS Diploma in Market & Social Research Practice

UNIT 5 – Case Studies in Market & Social Research

### Section 2: Examination Paper

Thursday 6<sup>th</sup> December 2012  
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.

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MRS Diploma in Market & Social Research Practice  
Unit 5 – Section 2 – 6<sup>th</sup> December 2012 Assessment Materials  
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### Question 1

Gemini Research has been asked to present their ideas for the research project to the CTB marketing and research team. As the Project Director, you are responsible for ensuring that the presentation is effective. It is two days before the presentation, and you have received the following additional information in an email from David Smythe at CTB.

- a) One of the CTB marketing team members is concerned about Gemini doing research for other tourist boards. CTB wants to benefit from Gemini's expertise but doesn't want its competitors to benefit from any market knowledge that the Gemini team will gain from doing the tracking research. Describe how you would respond to this concern.

**(Weighting: 50% of total)**

- b) Another member of the CTB marketing team has concerns about using Gemini. This stems from the use of social grading in the proposal. ABC1 respondents will be used in the research but this is a UK classification. The marketing team wants reassurance that this can be applied outside the UK. Outline the steps you would take to ensure this perception does not jeopardise your bid.

**(Weighting: 50% of total)**

## Question 2

At the meeting, one of the CTB marketing team raises two further issues:

- a) She notes that the Gemini Research proposal agrees with the use of online research and telephone interviewing. However, another agency has argued that it would be better to conduct face to face interviews, and she would like your views on this third approach. Outline your response to this request.

**(Weighting: 50% of total)**

- b) She would also like to ensure that the sample includes a quota of children (i.e. below 18 year olds) as they may have perceptions and power over holiday destination choice that has not been addressed in the research. Outline your response to this request, providing a clear rationale for any recommendations you would make.

**(Weighting: 50% of total)**

### Question 3

Having won the contract, Gemini proceeds with the research. However, during the research, the following issues need to be addressed:

- a) In Australia the long online option was taken. However flooding has caused problems with power supplies so telephone or personal interviewing may be the only way to keep the sample size. In Brazil the short online option was taken and there are response rate problems. CTB ask for your advice about the most suitable way to proceed with the research. Outline a response that sets out the implications for the project and your recommendations.

**(Weighting: 50% of total)**

- b) Having seen the results from the first wave of the tracking study, CTB are unhappy with both the research and Gemini Research. The complaints include:

- a lack of communication
- poor attention to detail
- quality of the sample (too few interviews have been conducted with people who visit Bestland)

Taking the position of the CTB Chief Executive, write a letter to Gemini which outlines the concerns of CTB. The letter should include suggestions and recommendations CTB expect Gemini to take to resolve the situation.

**(Weighting: 50% of total)**

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