



MRS Diploma in Market & Social Research Practice

UNIT 5 – Case Studies in Market & Social Research

Section 2: Examination Paper

Thursday 6th June 2013
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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Unit 5 – Section 2 – 6th June 2013 Assessment Materials
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The Market Research Society
The Old Trading House
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

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Question 1

Gemini Research has been asked to present their ideas for the research project to the client 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 requests in an email from John Smith, the main client liaison.

- a) One of the client end users is concerned about Gemini Research doing the study in the current climate of cost-cutting in government departments. John Smith is preparing a case to justify why an outside agency should be retained and is asking for your help in preparing his argument. Prepare a memo to John which outlines six clear points that show why retaining Gemini Research is preferable to managing the project completely within the DoR.

(Weighting: one-half of total)

- b) John has pointed out that the Research proposal does not give clear objectives for each of the four phases, excluding reporting. He has asked you to prepare four PowerPoint slides, one for each phase, which each give an overall objective and three sub-objectives for each phase. Produce the four slides which will be inserted into your presentation.

(Weighting: one-half of total)

Question 2

At the pitch presentation, the client team members raise three further issues:

- a) The desk research (phase 2) is not explained well in the proposal. One team member feels that Gemini is taking a lot of money for no clear indication of what will be undertaken. In the form of a memo to John Smith outline your response to this viewpoint, providing an indication of sources that will be consulted and a clear rationale for any recommendations you make.

(Weighting: one-quarter of total)

- b) In the quantitative study (phase 3) Gemini Research has chosen to use face to face interviews. There are two major objections to this. One is expense and another concerns the clustering of interviews around the normal workplace of interviewers. One of the team said *"surely residents in rural areas are as important to us as those in urban and suburban areas"*. Discussion at the presentation suggested a telephone or online approach. Outline your response to these two approaches, again in the form of a memo to John Smith, providing a clear defence for your proposal.

(Weighting: one-quarter of total)

- c) In the qualitative part (phase 4), the Gemini Research proposal uses focus groups and not depth interviews. The client asks whether depth interviews might be more appropriate because they can take place at the respondent's home, therefore nearer to the place where outdoor activities take place. Furthermore, many outdoor pursuits are solitary and so a focus group may not be the best way of probing respondents. A related point is that fieldwork is in the late summer months, when people are outside more; this will mean that responses will be related to summer month type activities. Outline your response to these three reactions and justify the choice of focus groups as opposed to depth interviews.

(Weighting: one-half of total)

Question 3

Having won the contract, Gemini Research proceeds with the study. However, during the research, the following issues arise and need to be addressed.

- a) It is clear that the client must become involved in the project at various points and that failure to do so may result in a delay or unsatisfactory results. For each phase identify and explain three things that the client must do to ensure the project will run smoothly.

(Weighting: one-half of total)

- b) After the research was commissioned DoR encountered a problem with another project where the research agency failed to deliver what was required. This has left some doubt within DoR about how well this project will proceed. The client is confident that the project will continue, but would like reassurance about the quality control measures that are in place for phases 3 and 4 of the study. By way of reassurance, write a letter to the client which explains the quality control aspects.

(Weighting: one-half of total)

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