



MRS Diploma in Market & Social Research Practice

UNIT 1 – The Principles of Market & Social Research

Examination Paper

Wednesday 4th June 2013
9.30am – 12.30pm

Instructions for Candidates

- Time allowed 3 hours.
- Candidates must answer all questions within this exam paper.
- Question 1 is worth 50% of the final mark and Questions 2 and 3 are each worth 25%. Where questions are subdivided into 2 or 3 tasks, the weighting for each task within the question will be clearly indicated.
- All answers must be written in your Examination Answer booklet.

Important Note: The requirement is for candidates to complete questions 1, 2 & 3 and all part questions within these questions, failure to do this by not completing the requirement may result in the paper being marked as non-compliant.

This Exam Paper must not be removed from the exam room. At the end of the exam please hand this paper back to the Invigilator.

The research problems contained in this material are fictional, any similarity to any real-life organization, company or business is entirely unintended.

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Unit 1 – 4th June 2013 Examination Paper
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Please turn the page for CASE STUDY & QUESTIONS

Read the following case study and answer ALL questions.

Drivefast

Drivefast is a company that provides road freight services to 190 manufacturing and retailing companies in the UK. These are split into the following broad categories:

- 90 manufacturers of grocery products
- 10 manufacturers of car parts
- 40 manufacturers of industrial products
- 20 manufacturers of clothing products
- 10 manufacturers of building products
- 5 grocery retail chains
- 15 high street retailers

Around 20% of these companies use Drivefast for all of their consignments, 50% use Drivefast for a proportion of their assignments on an ongoing contractual basis and the remainder use Drivefast interchangeably with other road freight suppliers on one-off consignments.

Drivefast revenues have been decreasing over recent years, so the company wishes to improve the customer experience through the various touchpoints that it has with its existing client companies. These touchpoints relate to the booking of a consignment pick-up, the collection of consignments, the delivery of consignments, invoicing and the interactions with the customer service department when things go wrong.

The company wishes to better understand the experiences that the client companies have had at each of these touchpoints in terms of the areas where they are satisfied and the difficulties they have encountered. The company is also keen to explore client suggestions for improvement / changes in the procedures and operations of Drivefast.

The company hopes that such information will assist Drivefast in improving their customer experience management resulting in higher market share and greater revenues.

The company is willing to spend up to £60,000 on the research project.

Question 1

You are a Research Executive in a market research agency and have been asked to make reasonable assumptions based on the brief and produce a proposal to address the research needs of the company.¹

¹ For the purpose of this question, your proposal should exclude the sections relating to personal CVs, related experience and references and contract details.

(Total 50 marks)

Question 2

a) Design a discussion guide for use in a series of group discussions to address the research objectives of the proposal set out in Question 1.

(15 marks)

b) Provide a detailed description of two projective techniques that could also be used within the group discussions, alongside the discussion guide, to help address the research objectives.

(10 marks)

(Total 25 marks)

Question 3

The senior executives of Drivefast wish to be prepared for assessing the research proposals that they are likely to receive, and are concerned about their lack of knowledge of respondent sampling and issues of anonymity. They have asked Drivefast's Insight/Research Manager to write a paper clarifying:

a) What is meant by sampling and the considerations researchers use when determining the size of a sample taking part in a research project.

(15 marks)

b) the extent to which Drivefast can get information about actual respondents and their organisations, in addition to feedback on the specific issues that they raise so that the information can be matched against specific clients and their consignments/deliveries.

(10 marks)

(Total 25 marks)

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