



MARKETING RESEARCH AND INSIGHTS

AUGUST 2023

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: 8th November 2023

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth 40% of the total marks available

Task 2 is worth 60% of the total marks available.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A -CASE STUDY – COMPULSORY

SeaLux Cruises

SeaLux Cruises is a new cruise operator consisting of two ships sailing out of the port of Southampton in Southern England. It has been established for just over one year and provides cruise-based vacations using its 1400 berth ship, Med Blue, around the Mediterranean, and cruises around Scandinavia and the Baltic States on its 1250 berth ship, Northern Blue. The focus is on offering relaxing vacations with an emphasis on 'luxurious discovery' through a widerange of dining, entertainment, and excursion choices. A 12-day Mediterranean cruise on the Med Blue with stops in Venice, Barcelona, Rome and five other cities starts at around £2000.

Although the first year has gone well with very satisfied passengers and no technical problems,the cruises have been running at below optimum capacity. The level of bookings for the sixteen cruises scheduled for the next 12 months is also around 35 per cent below target. This is causing the company some concern, particularly when industry sources and the performance of competitors clearly suggest that the UK cruise market is going through a period of tremendous growth. There is a view among the senior management of the company that the product offering is correct for the target market, but the promotion and sales activity is failing to raise awareness and attract or convert potential passengers.

Unlike other cruise lines that use travel agents to sell their cruises, SeaLux undertakes direct advertising in national newspapers and magazines leading to customers booking directly with SeaLux through their Internet site or telephone hotline. The senior management is now concerned that low sales may reflect an unwillingness of the target market (over 40 age group) to book cruises on a direct basis, as they may require the advice and reassurance of a travel agent. Alternatively, the poor sales may simply reflect a low awareness of the advertising and the company's offerings. SeaLux is, therefore, keen to undertake a programme of research to examine the effectiveness of the advertising and the attitudes of the target market towards the preferred methods and channels for



the booking of cruise-based holidays. The company is willing to spend up to £70 000 on the research project.

(The above data has been based on a fictitious situation drawing on a variety of events and does not reflect the management practices of any particular organisation.)

1. You are a research executive in a market research agency and have been asked to do the following:

- A. Identify appropriate further information that you would require from the organisation prior to writing a proposal. (10 marks)

- B. Having made reasonable assumptions regarding the answers to the information required in Question 1a, produce a proposal to address the research needs of SeaLux. (For the purpose of this question, your proposal should exclude the sections relating to personal CVs, related experience, references, and contact details.) (30 marks)

(Total 40 marks)

PART B – ANSWER ANY THREE (3) QUESTIONS

Question 2

The company you have recently joined has never commissioned a marketing research project before and therefore requires some advice from you regarding the selection of an agency to undertake a new project. They have received proposals from several agencies already but are uncertain about the next steps.

Write a report which details:





1. The selection criteria to use in appointing the successful agency. **(12 marks)**
2. The elements of the professional codes of marketing and social research practice that relate to the relationship between researcher and client. **(8 marks)**

(Total 20 marks)

QUESTION 3

The senior management of STC Ghana is of the opinion that the company should know much more about the characteristics of their passengers. This would be useful in customer profiling, building loyalty and obtaining repeat business. Currently, basic name, address and billing information are stored on the company's computers. You have been asked as a recruit to the marketing department to produce a report which sets out:

1. The types of information that could be collected on a database about passengers and the approaches that could be adopted to collect such information. **(8 marks)**
2. The potential benefits that would result from holding such information. **(7 marks)**
3. The issues involved in attempting to merge the information from the database with the customer satisfaction surveys undertaken at the end of each cruise. **(5 marks)**

(Total 20 marks)



Question 4

Your organisation or any organization of your choice is about to embark on its first marketing research project. In preparation, you have been asked to write a report that:

1. Outlines the key stages in the marketing research process, identifying the contribution that the organisation can make to the overall success of the project. **(15 marks)**
2. Outlines the role of the various players in the marketing research industry. **(5 marks)**

(Total 20 marks)

Question 5

As a market researcher specialising in observational techniques, you have been asked to make a presentation at Ghana Tourism industry conference, attended by managers and owners of fast-food restaurants and restaurant chains.

Prepare a set of notes for your presentation, outlining the possible contribution of five (5) observational techniques that might be relevant to the delegates. **(20 marks)**

Question 6

As a freelance researcher working with a company making industrial and commercial office furniture, you have been asked to undertake a secondary research project to provide information to assist the board of directors who are considering whether to enter the retail home office furniture market. Prepare a report for the managing director that:

1. Identifies the key benefits of secondary research and outlines its role in improving the effectiveness of future primary research. **(8 marks)**



2. Identifies the key types of information that will be required for the consumer market entry decision, providing examples of possible sources of the information. **(7 marks)**

3. Explain how you would assess the accuracy of the secondary data obtained during the project. **(5 marks)**

(Total 20 marks)

