



MARKETING RESEARCH AND INSIGHTS
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 31 May</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>You are required to give your answers in the GSM 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.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



PART A – COMPULSORY**Colonnade Technologies Limited**

Colonnade Technologies Limited (CTL) provides computerised alarm management solutions mainly to commercial alarm receiving centres (ARCs) whose business involves the electronic monitoring of fire and security alarms installed in domestic premises, retail outlets, and industrial/commercial buildings. The monitoring and tracking of commercial vehicles and lone workers is also becoming popular, given the ready availability of satellite positioning/navigation devices, combined with mobile phone technology. This new strand of business is proving very profitable for the ARCs.

When an alarm is received, operators in the receiving centre use the management system to dispatch key holders, the police or fire services, and other resources as may be required. The system can also provide live CCTV pictures and other information, including detailed maps and plans, to assist in managing the incident. All activity, including the system operator's response actions, is accurately time-stamped and logged in a database and can be used to provide management reports for the customer and/or provide evidence for legal or insurance purposes.

Traditionally, there were only a few suppliers of alarm management systems in the UK, each of which enjoyed a fair share of the market and healthy profitability. CTL is the oldest supplier and has built a reputation for innovative software, high system reliability, and solid customer service.

A number of changes have occurred in the market during the last five years and CTL is finding business increasingly tough. First, significant consolidation has occurred in the ARC market with a number of acquisitions and mergers



taking place, resulting in fewer, but much larger, ARCs that have adopted a business model based upon high volume, low margin business, and low-cost operations. Secondly, CTL has experienced new and aggressive competition from overseas, especially in the US. These competitors offer attractive solutions and lower prices. CTL has lost a number of contracts to new entrants, including three long-standing customers.

Phil Jones, CTL's managing director, recognises that his organisation has failed to keep pace with the changes that have taken place. He believes that a programme of research is urgently needed to inform a new marketing strategy for the company and is prepared to spend up to £30 000 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.)

PART A - QUESTIONS

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 the organisation. (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

As one of the managers of a research agency that has been awarded a contract for doing research for

In a real estate company, you are writing a memorandum to your staff to prepare them for the presentation and evaluation of information at the end of any project. The memorandum should include the following:

(a) An explanation of two approaches that can be used to analyse transcripts from a series

of group discussions. **(10 marks)**

(b) An explanation of the importance of understanding the audience's thinking sequence in the preparation of the final report. **(10 marks)**

Question 3

You have been appointed as marketing manager for the Drama Factory, a small regional art

and entertainment venue. You want to develop a marketing database to facilitate the marketing

of the centre but need to convince the trustees of the centre of its value in order to receive

funding.



Write a report for the trustees outlining the process involved in establishing a database for marketing.

- How will external suppliers help this process? **(10 marks)**
- What applications will the database facilitate? **(10 marks)**

Question 4

Royal Senchi hotels' management wants to know much more about the characteristics of their guests. This would reduce the need for research and would also be useful for future direct marketing activity, building loyalty, and obtaining repeat business. Currently, basic name and address information is stored on the hotels' reservations systems. However, this is only used for operational and billing purposes. He has asked you as a new recruit to the company to produce a report outlining:

- (a) The types of information that could be collected on a database about hotel guests and the manner in which the information could be collected. **(10 marks)**
- (b) The benefits that would result from holding such information. **(5 marks)**
- (c) The issues involved in attempting to merge the information from the marketing research study with the databases. **(5 marks)**



Question 5

Royal Senchi has heard about other hotels using mystery shopping techniques to monitor the quality of their services. He has asked you to produce a report explaining:

- (a) The advantages and disadvantages of using mystery shopping **(10 marks)**
- (b) The issues to consider when establishing and implementing a mystery shopping programme. **(10 marks)**

Question 6

As the marketing research executive of a leading confectionery company, you have been asked to commission qualitative research into the positioning of your leading brand in the marketplace. You have to select a moderator to facilitate the groups.

- Outline the role of the moderator in managing focus groups. **(10 Marks)**
- Describe the key skills required by a moderator of focus groups. **(10 marks)**

