



# **CIMG Programme Pathway 3**

## **Professional Diploma in Marketing**

**Marketing Research and Insights (PDM 302)**

**DECEMBER 2023**

**DURATION: 3 HOURS**

The examination comprises of two parts:

**Part A – a compulsory case study, worth 40 marks**

**Part B – answer any three questions, worth 60 marks in total**

## **PART A**

### **CASE STUDY – COMPULSORY**

#### **EVERSHEEN LTD**

The UK-based cosmetics company, Eversheen Ltd, has built an international retail outlet that is in an expansion phase. Its fresh, hand-made soap sanitizers are available in 280 stores worldwide. The company's emphasis is on making and selling products made from only fresh fruits and vegetables, finest essential oils and safe synthetics. Eversheen controls the whole process of getting its products to the consumer, including design, manufacturing and retail.

The retail stores look like a hybrid between Pharmacy shop and a market stall, with soaps and other fresh products. Consumers who come to the retail stores are assailed by the fragrance of different soaps and perfumes. The retail environment is dominated by the smell of soaps and perfumes.

The company is now planning to open its first African outlet in Nigeria with one of their line products called SheaVas, a hand cream meant to soothe the hands and faces of users, making the skin smooth and youthful. Prior to designing the outlet, determining the product range and potential promotions, Eversheen is keen to undertaking market research with potential customers of high-quality soap and cosmetic products. The company hopes that the research findings will help in the successful launch of their first Nigerian store.

The company is willing to spend up to GHS100,000 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 organisation.

For this question, your proposal should exclude the sections relating to personal CV's, related experience and reference and contract details.

#### **Question 1 - Compulsory**

You are a research executive in a market research agency and have been asked to:

- a. Identify appropriate further information that you would require of the company, prior to writing a proposal. **(20 marks)**
  
- b. Having made reasonable assumptions regarding the answers to the information required in part 1a, produce a proposal to address the research needs of the company. **(20 marks)**

## **PART B**

### **ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

#### **Question 2**

You are newly appointed as a marketing Officer in a publishing company and have been given specific responsibility for a new product launch. Your organization wants to introduce a new magazine aimed at the teenage female market, as identified as part of last year's strategic review. In this respect you have been given a budget of GHS30,000 to conduct further market research prior to the launch. Explain how you would plan and conduct this research. You are required to give the specific stages in your research plan and evaluate and justify each of your chosen options. **(20 marks)**

#### **Question 3**

You have been asked to prepare an in-house presentation for your firm's training day. Your audience are the sales executives and members of the sales administration team. You are to outline to them the types of markets and agencies and their responsibilities.

**(20 marks)**

#### **Question 4**

Your line manager has decided to investigate the merits of using the services of a market research agency and he has asked you to write a report to him on the matters that need to be considered and the procedures for choosing market research agency. **(20 marks)**

#### **Question 5**

You are a research executive in a research agency and have been asked to produce a guide for new staff on the communication of research results to client companies. Set out your key guidelines for:

- a. Structuring and writing marketing research reports.

**(10 marks)**

- b. The design of tables for communicating data and results.

**(5 marks)**

- c. The preparation of oral presentations.

**(5marks)**

## **Question 6**

Your market research team has been conducting research on a proposed new product. Your team has analyzed the results and you have been asked to write the research report in support of your team's decision to recommend the launch of a new product. The board of directors has also asked you to make a verbal presentation of your findings to them at the forthcoming board meeting.

- a) Outline the characteristics of a good research report. **(10marks)**
- b) Discuss the format you would use for your written research report, outline the headings you would use and then summarize the contents and rationale for each of those headings. **(5marks)**
- c) Assume your team has been asked to make the oral presentation of the market research report to the board of directors. You are advising your colleagues on a suitable format and range of presentation techniques to present the research report. Outline your advice to your colleagues. **(5 marks)**