

CIMG Programme Pathway 3 Professional Diploma in Marketing

Marketing Research and Insights (PDM 302)

JUNE 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

Parfumerie de France, which manufactures and sells a range of women's fragrances worldwide, wishes to develop a new style of packaging for its Aujourdhui brand. Innovative Packaging is a critical differentiating factor in the Perfume Market, and this may explain Aujourdhui's dip in market share, as it has been using the same pink bulb-shaped bottle for over 15 years. Designers have now come up with three new design concepts, but before proceeding with any of these designs, the company requires a programme of marketing research to:

- a) Determine market awareness and attitudes towards the Aujourdhui brand and the existing packaging.
- b) Determine Customer and potential customer attitudes and preferences with regards to the new design concepts.

The Research should initially focus on both European and African Markets.

The company hopes that the answers to such questions will help in the successful relaunch of the brand. The company is willing to spend up to US \$500,000 on the research Project.

The above data has been based on a real-life organization, but details have been changed for assessment purposes and do not reflect current management practices.

Question One - Compulsory

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

- a) Identify the appropriate further information that you would require from the company prior to writing a proposal. **(20 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 company. (For the purpose of this question, your proposal should exclude the sections relating to personal CV's, related experience, references, and contract details) **(20 marks)**

PART B

ANSWER THREE (3) QUESTIONS ONLY FROM THIS SECTION

Question 2

As a recent graduate recruited to the marketing department of Splash Ltd, you have received an enquiry from the Marketing Director asking for a report which addresses the following:

- a. The descriptive, comparative, diagnostic and predictive roles that marketing information can provide. **(10 marks)**
- b. Why are some marketing research departments in large organizations widening their remit beyond marketing research? **(5 marks)**
- c. What ethical issues are raised by such a change being made? **(5 marks)**

Question 3

Design a discussion guide and appropriate projective techniques for use in a series of group discussions to address the research objectives of the project set out in Question 1.

(20 marks)

Question 4

The senior executives of Splash have been examining their future marketing research requirements for testing new products. However, their knowledge of product testing techniques is limited and they have asked you to write a paper that:

- a. Describes the workings of hall tests and placement tests in the context of cosmetics and soaps. **(10 marks)**
- b. The circumstances when one of these techniques should be used in preference to the other. **(10marks)**

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 **(5 marks)**
- b. The design of tables for communicating data and results **(10 marks)**
- c. The preparation of oral presentations **(5 marks)**

Question 6

“Postal surveys take too long and response rates are typically low. Therefore, it’s not usually a worthwhile approach.”

- a) Is there any future for marketing research using postal surveys? Give reasons for your answers. **(10 marks)**
- b) Suggest ways in which you might overcome the disadvantages usually associated with postal surveys. Illustrate your answers with examples. **(5 marks)**
- c) What advantages and disadvantages would e-mail based surveys offer in comparison with postal surveys. **(5 marks)**