

**UNIVERSITY OF  
WESTMINSTER<sup>⌘</sup>**  
**WESTMINSTER BUSINESS SCHOOL**  
**ONLINE TIMED ASSESSMENT SEMESTER 1 2020/21**

**Module Code:** 5MARK012W  
**Module Title:** Marketing Research  
**Module Leader:** Anna Zacharewicz  
**Release Time:** 14<sup>th</sup> January 2021 14.00 (GMT)  
**Submission Deadline:** 15<sup>th</sup> January 2021

**Instructions to Candidates:**

**Please read the instructions below before starting the paper**

- Module specific information is provided below by the Module Leader
- The Module Leader will be available in the first hour of timed release to respond to any queries via a discussion board on blackboard
- As you will have access to resources to complete your assessment any content you use from external source materials will need to be referenced correctly. Whenever you directly quote, paraphrase, or summarise someone else's ideas, you have a responsibility to give due credit to that person for their work. Support can be found at <https://www.westminster.ac.uk/current-students/studies/study-skills-and-training/research-skills/referencing-your-work>
- This is an individual piece of work so do not collude with others on your answers as this is an academic offence.
- Plagiarism detection software will be in use
- Where the University believes that academic misconduct has taken place the University will investigate the case and apply academic penalties as published in [Section 10 Academic Misconduct regulations](#).
- **Once completed please submit your paper via the submission link provided. You should only submit once. If, in cases of technical difficulties, you submit more than once the second document uploaded will be accepted and marked as your final submission.**
- **Work submitted after the deadline will not be marked and will automatically be given a mark of zero**
- If you are submitting a Turnitin assignment, [please see this web page for guidance](#). If you are submitting a Blackboard Assignment, please see this [web page for guidance](#).

**[MODULE SPECIFIC INFORMATION IS ON THE NEXT PAGE]**

## Module Specific Information

- Time:
  - This assessment is designed to be completed within a 1.5-hour window.
  - Please note that while you have 24 hours to submit the online timed assessment - it is expected that you can complete it in 1.5 hours.
- Sections/Questions:
  - There are two tasks / two questions in this assessment paper and both tasks / questions are compulsory.
  - TASK ONE/ Qu1 = 80% [Research proposal prepared by research executive for a client]
  - TASK TWO / Qu2 = 20% [10 question questionnaire]

## Module Specific Information continued

- Indicative Word Count:
  - See under Word Count Guide by Question
- Word Count Guide by Question:
  - TASK ONE / Q.1 It is recommended that a maximum of 2000 words (+/- 10%) is used
  - **Please include a word count at the end of Task /Q.1**
  - Ensure you refer to the 'addendum - research design' included at the end of this paper.
  - TASK TWO / Q.2 You should consider using a rubric / table format for the 10 questions, so no word limit is given.
  - If you do complete any tables by hand, then please photograph these and embed them in the document file.
- File Type:
  - Please type your answers in a Microsoft Word document and save it with your student ID
  - Upload the WORD DOC to the submission link provided on Blackboard.
- Miscellaneous
  - *Referencing:* Students are not expected to do any additional research to complete this assessment. Thus, it is anticipated only very limited in-text references (notably core texts - Wilson &/or Bradley) will be used and included in a reference list. A bibliography of other sources which have informed your thinking but were not cited may also be included. Do not cut and paste from other articles found on the web as penalties can be given. No marks are allocated for research.
  - Handwritten answers are **not** acceptable.

**[QUESTIONS START ON THE NEXT PAGE]**

## Question 1

This question is compulsory and carries 80 marks in total.

### GOOD! SNACKS – PROPOSED UK LAUNCH

New research from Mintel found that 23% of all new UK food product launches were labelled vegan in 2019, and 32% of consumers now say that eating less meat helps to improve health. Indeed, a flexitarian diet – comprised predominantly of plant-based food, with some meat and fish – is capturing the buzz.

The US-based snack brand Good! Snacks released, nationwide from selected US retailers, a range of plant-based protein bars at the beginning of 2020. These newly-launched Good! Snacks protein bars are made from a blend of fava and brown rice proteins which give the bars a soft, creamy centre. Six flavours were initially available in the range: Chocolate peanut butter, cookie, chocolate mint, lemon, peanut butter and blueberry. Each bar in the range contains 15g of plant-based protein, 11g of fibre and 10g or less of sugar, and all bars are dairy, soy and gluten free.



Dan Hoskins, CEO of Good! Snacks said: “Consumers are craving and seeking plant-based snacking options.’

Hoskins is keen to enter the UK snacking market which he knows is different from the US.

Health-conscious consumers in the UK are now looking to find convenient ways to satisfy their hunger and boost nutrition, that can also fit around their busy lifestyles. The snacking market has boomed in recent years. Varied consumer tastes, a multitude of innovation and new obsessions around health and wellness means snacking and food-to-go are quite literally a continually moving feast. It’s also big business with UK snacking worth a whopping £18bn and the Food-to-Go category at a similar level.

Moreover, according to a Mintel report ‘Consumer Snacking UK (2019)’, 66% of adults admit to snacking at least once every day.

Snacking, and the way snacking is viewed, has changed significantly in recent years. The types of snacks consumers are now seeking has ultimately shifted towards healthier products and popped and puffed snacks become major trendsetters in this

category in the UK, with brands such as Native Snacks, Plant pops and Boomchickapop.



FoodBev (an influential trade publication in the sector) named puffed snacks as a specific trend for 2020 in their December 2019 issue and quoted Bepps brand founder Eve Yankah, who believes “consumers want variety in snacking and so the opportunity for puffed grows as a result of this”.

Hoskins (CEO of Good! Snacks!) is keen to understand whether to launch Good! Snacks into the UK as a snack bar (like that launched in the US) or whether to convert it into either a popped or puffed snack. Hoskins is also keen to understand what messaging can be used to promote the range of products

**Required:**

Suppose you are the marketing research executive in an agency invited to tender for this Good! Snacks project in the UK, you are required to produce a Research Proposal that addresses each of the issues indicated in the following table:

<ul style="list-style-type: none"> <li>• Background to provide the context for the research</li> <li>• Marketing research objectives and rationale supporting them</li> </ul>	<p>20 marks</p>
<ul style="list-style-type: none"> <li>• Methodology with some indication of why the methods proposed are appropriate and a clear statement on sampling</li> </ul>	<p>40 marks</p>
<ul style="list-style-type: none"> <li>• Data analysis considerations</li> <li>• Reporting</li> <li>• Timing and a general costing – you do not need to be precise</li> <li>• Any other issues you believe are important</li> </ul>	<p>20 marks</p>

**(Total: 80 marks)**

Note: It is recommended students take each bullet point as a subheading for their proposal and refer to the addendum included after Question 2 (at the end of this paper).

## **Question 2**

**This question is compulsory and carries 20 marks in total.**

The Market Research Agency commissioned to do this Research project for Good! Snacks (about the snack format – protein bar or popped / puffed – that customers want to buy and the messaging these snack customers want to see) has asked you to produce the following:

- An online questionnaire (up to a maximum of 10 questions) for a frequent snack food buyer that can be accessed via a link from social media. (20 marks)

**[END OF ONLINE TIMED ASSESSMENT]**

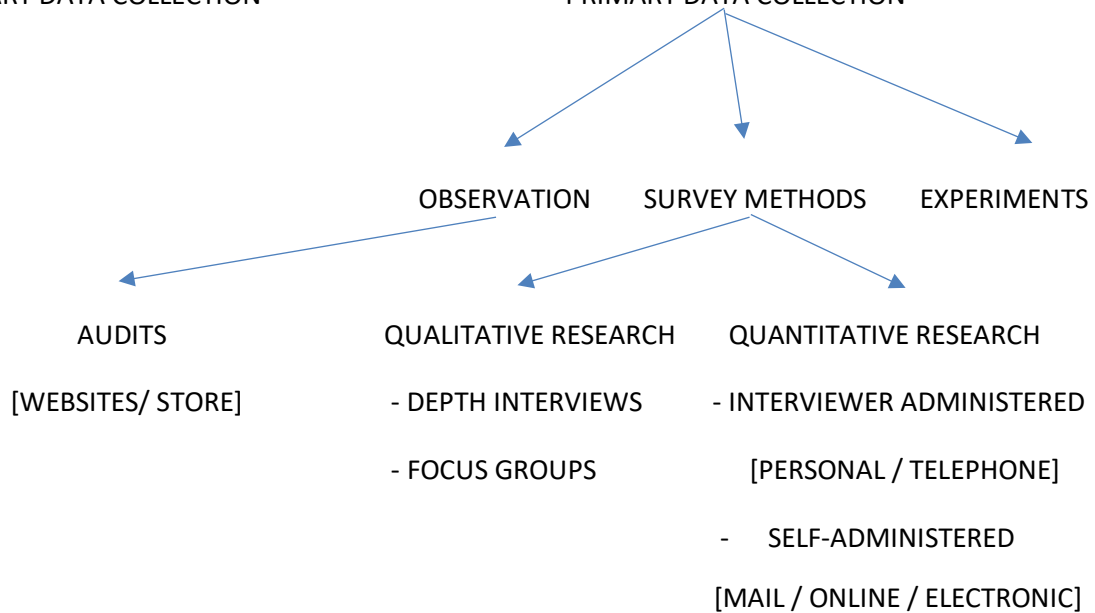
**[ADDENDUM IS ON THE NEXT PAGE]**

## ADDENDUM

### RESEARCH DESIGN

SECONDARY DATA COLLECTION

PRIMARY DATA COLLECTION



RESEARCH METHOD	Approximation of RESEARCH COSTS
DESK RESEARCH	Average £500 per day
OMNIBUS QUESTIONS	Basic = £600 - £800 Series = £1000 - £1500
DEPTH INTERVIEWS	45mins interview costs: Consumer = £500-£750 Expert = £1200
FOCUS GROUPS	Consumer = £3000 each group Business = £4500 each group
PERSONAL INTERVIEWS	30mins interview: Consumer = £50 each Business = £75 each
CAPI	20mins interview: Consumer = £30 each Business = £60 each
TELEPHONE / CATI	15mins interview: Consumer = £20 each Business = £40 each
ONLINE & MAJORITY OF POLLS	Consumer = £5- 10 each Business = £10 - 20 each
NOTE: All the cost shown include setting up the research i.e. design of topic guide and /or questionnaire as well as some basic analysis	