



EXAM MODEL 1:

1.- A major advantage from the use of primary sources compared to the secondary ones is that the time dedicated for gathering data is much shorter in the case of the former, as there is no need in having to check its accuracy or truthfulness. Also, primary sources of information give more clues in order to determine the reliability and validity of the data that has been gathered. Comment this phrase, and give definitions for the underlined concepts.

2.- A holiday resort plans to establish a direct type of relationship with visitors, in an effort to reduce its dependency from large tour-operators. To do so, it has settled a data-whorehousing system into which new visitors' information is recorded. Using this case, define the concept of relationship life cycle. Propose measures for recency, frequency and monetary value.

3.- The IMSERSO (acronym that stands for *Instituto de Mayores y Servicios Sociales*), after the passing-through of the new Law of Dependence, wishes to conduct a survey in order to test attitudes and opinions from those who are in charge of a relative with any degree of physical or intellectual handicap. The study has to be done all over the Spanish state. After conducting a thorough qualitative analysis, they devised a set of 27 questions to be asked by means of a survey. María, a new volunteer working for IMSERSO, and holding a Bachelor's degree in Marketing Research, suggested the use of a personal interview. Do you consider it adequate? Please explain.

4.- The Alumni Office of your University would like to conduct a survey of on-campus students who are in their final year of study. The office wishes to determine attitudes to looking for a first job for graduates. As a consultant you must consider whether to opt for a sampling technique or a census. What considerations should you have in mind?
[Questions 5 and 6 are part of a same case]

5.- *Ever-Get-Ready* is an isotonic drink brand willing to conduct a survey of 18-30 year-old Europeans to determine characteristics of its brand image in comparison with *Hisostar*, *PZEnergy* and *Kriptonyte*. All of them are three well-known brands from the isotonic drink market. Think of a valid means for gathering quantitative information. What sampling frame would you use? Would it cover reasonably well the population of the study? Also, define the two underlined concepts.

6.- Following the previous example, a researcher is very critical about the way that the study is being conducted. S/he thinks that instead of using quantitative data-gathering technique, it should have been preceded by a qualitative one. Do you agree with him/her?