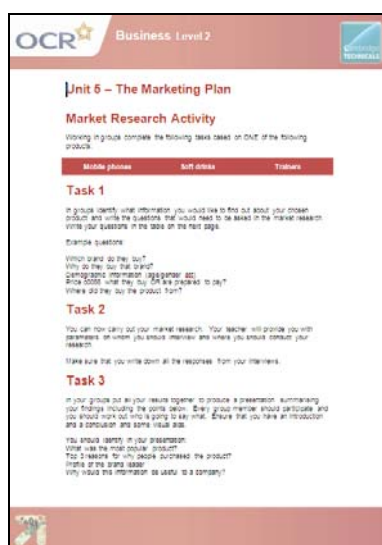


## Unit 5 – The Marketing Plan

### Market Research Activity

#### Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Market Research Activity' which supports the OCR Level 2 Cambridge Technicals in Business Unit 5 – The Marketing Plan.



**Associated Files:**  
Market Research Activity

**Expected Duration:**  
Task – approx. 1 hour

Working in groups learners complete the following tasks based on ONE of the following products. You will need to provide the learners with parameters for their market research in Task 2 of this activity.

Mobile phones

Soft drinks

Trainers

### Task 1

In groups identify what information you would like to find out about your chosen product and write the questions that would need to be asked in the market research. Write your questions in the table below.

Example questions:

- Which brand do they buy?
- Why do they buy that brand?
- Demographic information (age/gender etc)
- Price of what they buy OR are prepared to pay?
- Where did they buy the product from?





## Task 2

You can now carry out your market research. Your teacher will provide you with parameters on whom you should interview and where you should conduct your research.

Make sure that you write down all the responses from your interviews.

## Task 3

In your groups put all your results together to produce a presentation summarising your findings including the points below. Every group member should participate and you should work out who is going to say what. Ensure that you have an introduction and a conclusion and some visual aids.

You should identify in your presentation:

What was the most popular product?

Top 3 reasons for why people purchased the product?

Profile of the brand leader

Why would this information be useful to a company?



*This activity offers an opportunity for English skills development.*

## LESSON *Elements*

**The building blocks you need to construct informative and engaging lessons**

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