Workbook

Irene Barrall
Lizzie Wright

B2+

Business Partner

FT Publishing
FINANCIAL TIMES

GSE
Global Scale of English

Contents

Vocabulary   Terms in market research

1 Choose the correct option in italics to complete the excerpt from a report.

We carried out primary [1]*research / market / promotion* on our [2]*target / objective / goal* audience and now plan to arrange further feedback. The next stage will use a combination of both online [3]*assessments / surveys / evaluations* and focus [4]*panels / teams / groups*. In order to carry this out as cost effectively as possible, the sample [5]*amount / quantity / size* will be small. In addition, [6]*primary / secondary / minor* research will also be carried out using existing data available on the internet.

2 Complete the meeting notes with the words in the box. There is one extra word.

analysis   customer satisfaction   in-depth   qualitative
quantitative   researchers   respondents   tester

Action points

- Select a product [1]_____ group to use the updated app and report back on new features.
- Contact any [2]_____ who have not yet returned their surveys from batch 1. Check whether they need any assistance in answering questions.
- Create a batch [3]_____ questionnaire to identify whether there was a positive reaction to the new app from the target audience.
- Brief the [4]_____ about the level of detail required when questions are answered in the [5]_____ interviews.
- Arrange a meeting to discuss the findings from the data [6]_____ and agree the best method of communicating the information.
- Add details to the report explaining why [7]_____ research methods are being used in the second part of the study (as the client wishes to use statistics).

3 Complete the words for these definitions.

1 Another term for secondary research: d _ _ _ research

2 To measure or assess how people feel about a product: g _ _ _ _

3 The effect that something is likely to have: i _ _ _ _ _

4 To collect data or information from a range of sources: g _ _ _ _ _

5 To introduce a new product into the market: l _ _ _ _ _

6 Describing a realistic plan that has a chance of succeeding: v _ _ _ _ _

Grammar

Question tags

1 Match the statements (1–6) with the question tags (a–f).

1 The focus group meeting is this afternoon,
2 These statistics are reliable,
3 No one has seen this report,
4 The market research questionnaire isn't ready yet,
5 Nobody is using this computer at the moment,
6 The survey questions weren't too difficult,

a aren't they?
b are they?
c isn't it?
d were they?
e have they?
f is it?

2 Complete the sentences with the question tags in the box.

aren't they   do they   doesn't it   shall we   will we   won't they

1 Let's consider all the facts before we make a decision, _____ ?
2 Everyone in conference room three is here for the focus group meeting, _____ ?
3 Honestly, nobody believes these statistics, _____ ?
4 The participants will be here by 10 o'clock, _____ ?
5 This data helps us to plan our marketing strategy, _____ ?
6 I think you and I won't have enough time to attend the marketing meeting, _____ ?

3 Complete the dialogue with one word in each gap.

A: So, the aim of this focus group [1]_____ to select a group of participants that represent our target consumers, isn't [2]_____ ?

B: That's correct, but none of your team has got experience in organising this type of group, [3]_____ they?

A: Well, Martina worked in Marketing in her previous role, [4]_____ she?

B: Yes, and Karl [5]_____ excellent organisational skills, doesn't he? Perhaps they could work together?

A: I'm not sure. It's a big responsibility, [6]_____ [7]_____ ? Neither Karl nor Martina have a good knowledge of our target consumers. After all, they only joined the company six months ago, [8]_____ they?

B: Well, why don't we get another couple of people with consumer experience to join the team? For example, Julia and Chris [9]_____ working on a project at the moment, are [10]_____ ?

A: No, but they won't want to work on the focus group, [11]_____ they? They both made it clear in the meeting last week that they didn't want to be involved.

B: Well, they might not have a choice. Look, let's leave it there, [12]_____ we? We can talk again on Monday and make a decision.

Reading

Focus groups: FAQs

1 _____

In business contexts, it can often be useful to gather opinions on a product or service during the development stage. For instance, in a focus group, participants might describe what they like or dislike about a company's product or those of its competitors. Based on information gained from the group discussion, modifications or changes could then be made. Later in the process, focus group opinions may be used to gather feedback on a proposed advertising or marketing campaign.

2 _____

Focus groups are most useful for qualitative rather than quantitative research. Quantitative research (which includes surveys, questionnaires and polls) relies on gathering measurable data which is often transformed into statistics. In contrast, qualitative research aims to understand the reasons and background for opinions. Focus groups and interviews allow participants to explain and expand on their opinions in relation to a topic, product or brand.

3 _____

The context is important when deciding how large or small to make a focus group. Most market research companies will have groups of ten to twelve participants. However, some research can work better with smaller groups of around five to seven people.

4 _____

Although many businesses may prefer participants to meet face-to-face, it is also possible to arrange focus groups via video conferencing or online. Ideally the environment should be relaxed and comfortable.

5 _____

The group usually includes a moderator whose role is to put forward the questions or topics for discussion. Although the moderator may guide the discussion by managing timekeeping, keeping the group on topic and summarising key points at the end, their main role is to remain neutral and encourage participants to contribute. To facilitate this, the moderator should have excellent listening skills and use body language and eye contact to show interest in what the focus group has to say.

6 _____

Some experts express concerns about the reliability of research gained from focus groups. The small number of people in a group means that the information gained is often specific and may not always be suitable for generalised contexts. Added to this is whether the opinions of participants are reliable, or if they are saying what they think the moderator wants to hear. Some groups might also contain people who dominate or influence the opinions of other participants. Moreover, it can be difficult to analyse the data. However, it can be a more cost-effective method of gathering data compared with interviewing people individually. An effective moderator can also gain insights from participants' body language and their level of interaction. The findings can produce data that is easier to communicate than complex statistics and the flexibility of focus groups means that they can be used for a wide range of topics.

1 **Read the article and label the paragraphs (1–6) with the correct heading (a–f).**

a Are they used for particular research?

b What are the pros and cons?

c How is the research carried out?

d Why use focus groups?

e How many participants are required?

f How is the group run?

2 **Read the article again. Decide if these statements are *true* (T), *false* (F) or the information is *not given* (NG).**

1 Participants are usually given the opportunity to try the product. ___

2 The qualitative method is most useful for data to be expressed in numeric form. ___

3 The moderator should avoid putting forward their own point of view. ___

4 Moderators use both verbal and non-verbal strategies to put people at ease. ___

5 There are concerns regarding the dependability of data from focus groups. ___

6 A disadvantage of focus groups is that they can only be used for limited subjects. ___

3 **Tick (✓) the two statements which are supported by the article.**

1 Focus groups can be used to gain insights into opinions and also gather feedback. ☐

2 A disadvantage of focus groups is that discussions need to be carried out in person. ☐

3 Data gained from focus groups is regarded as more trustworthy than other methods. ☐

4 Participants in focus groups are given the opportunity to describe their views in detail. ☐

Functional language

Using leading and open questions to effect

1 **Choose the correct option to complete the questions.**

1 What are your thoughts ___ doing an online training course?

   a on   **b** in   **c** around

2 What do you think ___ working longer hours on Monday and Wednesday?

   a by   **b** on   **c** about

3 Would your team ___ learning new sales strategies?

   a have interest in   **b** be interesting for   **c** be interested in

4 Has your intern ___ speaking to HR to discuss options?

   a concluded   **b** considered   **c** contracted

5 Have you thought ___ offering the guests refreshments when they arrive?

   a about   **b** on   **c** around

6 How would the department ___ about working in smaller teams?

   a think   **b** conclude   **c** feel

7 How ___ up the primary research with a focus group?

   a about following   **b** don't we follow   **c** do we follow

Responding to questions during a presentation

2 **Match 1–6 with a–f to complete the sentences and questions.**

1 To be perfectly frank,   **a** in Human Resources to answer that.

2 Can you clarify what you mean   **b** What's the question exactly?

3 Can we discuss this one-to-one   **c** I can't give you those figures yet.

4 I'm sorry, I didn't understand that.   **d** that many people feel strongly about this.

5 Let me put you in touch with someone   **e** by 'streamline resources'?

6 We need to be mindful   **f** after the team meeting tomorrow?

3 **Put the words in italics in the correct order to make responses to questions.**

1 Sorry, we can't *very well / because the / is bad / hear you / connection*

_____

2 It's a bad line *just repeat / so let me / to be sure / I understood / your question*

_____

3 If you can *directly / email me / that question, / I'll respond / to you*

_____

4 This is a very *delicate topic / to / respond / sensitively / need to / which we*

_____

5 I'm afraid that *outside / presentation / question is / the scope / of today's*

_____

6 Sorry, can I *for / just / pushed / stop you / there as / time / we are*

_____

Writing   Reports – Summary findings

1 Choose the correct option in italics to complete the summary of a market research report.

Summary findings: Customer survey regarding Chocomax, our new chocolate bar

A recent customer survey [1]*demonstrated / arranged / believed* that many of the changes proposed for our confectionary range are regarded as positive. The survey asked 500 people to comment on the new packaging. Over [2]*double / twice / half* of those surveyed approved of the colour and design. Most [3]*answers / reactions / respondents* felt that the image is still instantly recognisable. [4]*Over to / More than / Above which* three quarters believed that it gave our product range a fresh, modern look and [5]*just / almost / near* over a quarter agreed that it made our products stand out from our competitors. The [6]*main / mass / majority* of our customers were also in agreement that our commitment to using 100 percent recyclable materials was welcomed, although 15 percent of the 500 [7]*public / participants / members* commented that the new material did not match the luxury branding of the product. Nevertheless, [8]*few / none / several* of the data suggested that the new design or material would make customers less likely to buy the chocolate bars. In summary, the survey [9]*confirmed / completed / demanded* that we should continue to move forward with our plans. However, [10]*these final / a result / the findings* also highlighted some concerns about the quality of the product. We are carrying out some additional market research on this issue.

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2 Match the phrases in the box (a–g) with the survey findings (1–7).

Comments Topic: new version of Chocomax chocolate bar	% of respondents (500 people in survey)
1 Think the new recipe uses cheaper ingredients.	47% ☐
2 Would pay more for a better quality product.	33% ☐
3 Prefer the flavour of the new recipe compared to the original.	1% ☐
4 Think the original product was bigger and tasted better.	95% ☐
5 Are unlikely to buy this bar if the price increases.	68% ☐
6 Say the quality of the product does not reflect the luxury brand image.	75% ☐
7 Would like to see more flavours introduced to the range.	25% ☐

a The majority	of the	participants respondents responses target audience	think / feel that … believe that … confirm that … indicate that …
b Almost none			
c Three quarters			
d Around a third			
e Just under half	of those	surveyed	are in agreement that … raise concerns that … prefer …
f A quarter			
g More than two thirds			

3 Write a report summary of about 225 words. Include the following:

- information from the survey in Exercise 2.
- functional language from Exercise 2 on page 16 of the coursebook.

4 Choose the sentence which best describes what the reader is likely to infer from your summary.

a There are some issues with quality control but they are unlikely to affect sales.

b The changes to the recipe have not proved popular and require further thought.

c An increase in price is inevitable because the cost of ingredients will rise.