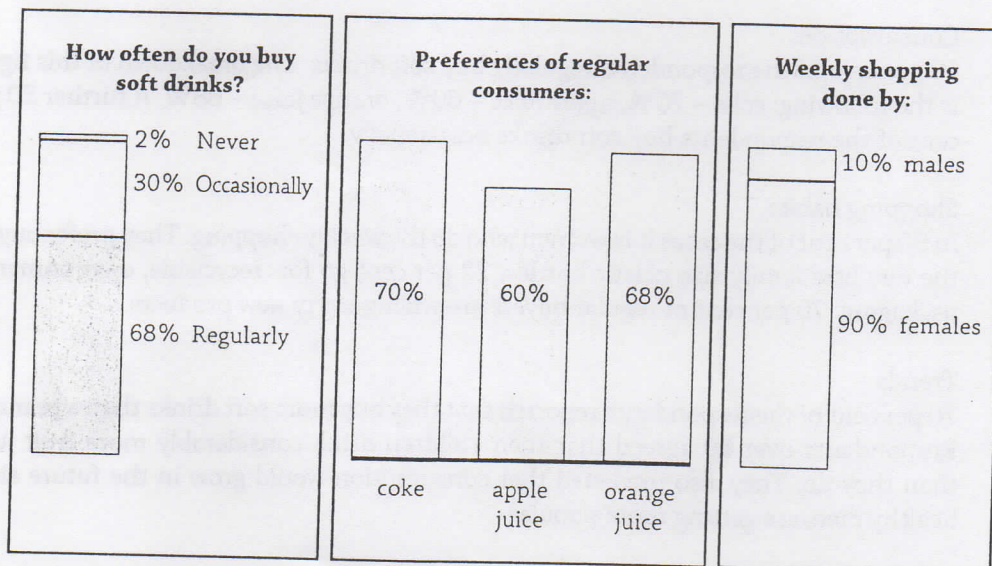


## PRACTICE TEST 2

You are Deborah/David Verbis. You work for the Marketing Department of FruttaGlobe, which is a fruit product supplier. The company has free capacity and is considering launching new types of fruit juice. Since there are already many types of fruit juice and other soft drinks on the market, you were asked to carry out market research to find out if there is sufficient demand for new brands. Your investigation focussed on identifying preferences, present shopping habits and trends in consumption.

Write a report of 200–250 words for Don Kent, the Head of the Department. In the report write about

- the purpose of the survey
- the methods you used to collect data (5000 questionnaires)
- your findings (you may use the data provided and you may add any further details)
- your conclusions





## PRACTICE TEST 2

### Sample report (250 words)

To: Don Kent, Head of Marketing Department, FruttaGlobe  
From: Deborah Verbis  
Subject: Launching new fruit juice brands  
Date: 12 February 200 -

#### Purpose

This report contains the findings of market research carried out to see if there is sufficient demand for new brands of soft drinks. Information was collected by asking shoppers in large supermarket stores to fill in a questionnaire about their soft drink consumption and their shopping habits. Altogether 5000 questionnaires were analysed.

#### Findings

##### Consumption

68 per cent of the respondents regularly buy soft drinks. The breakdown of this figure is the following: coke - 70%, apple juice - 60%, orange juice - 68%. A further 30 per cent of the respondents buy soft drinks occasionally.

##### Shopping habits

In 90 per cent of the cases it is women who do the weekly shopping. They prefer buying the two litre family size plastic bottles. 22 per cent go for recyclable, environmental packaging. 70 per cent of regular buyers are willing to try new products.

##### Trends

70 per cent of the respondents reported that they buy more soft drinks than a year ago. Respondents over 40 agreed that their children drink considerably more fruit juice than they do. They also predicted that consumption would grow in the future since healthy diets are getting more popular.

##### Recommendation

On the basis of the findings, it seems to be realistic to expect an increase in the consumption of fruit juice in the future. Therefore I think producing new brands of fruit juice will be a profitable enterprise. However, I recommend that the Department should conduct another consumer survey to investigate women's motivation for choosing one product over another.

Deborah Verbis



## PRACTICE TEST 3

You are Kate/Kevin Ross and you work for the Human Resources Department of a big industrial firm. It has an automated plant which produces vacuum cleaners. Most of the work is done by semi-skilled workers at assembly lines. The management is not satisfied with the performance of the plant. Edward Baines, the Head of the Department asked you to investigate the problems.

Write a report of 200–250 words about your findings and give recommendations. You can use the information provided below.

Plant

Number of employees: 260

Assembly lines: 12 lines with a different work task each

	In industry (average)	At the plant
Staff turnover	19% leave within one year	31% leave within one year
Absenteeism	9 days/worker/year	19 days/worker/year
Work hours	8 hours + 40 min. lunch break	8 hours + 40 min. lunch break

Findings from interviews with 5 foremen and 21 workers:

- boring work
- noise
- no challenge
- no social relations
- no feedback on performance
- no incentive



## PRACTICE TEST 3

### Sample report (248 words)

To: Edward Baines, Human Resources Director  
From: Kevin Ross  
Subject: Poor performance at the vacuum cleaner line  
Date: 15 December 200-

#### Purpose

The aim of this report is to present the findings of an investigation into poor performance at the vacuum cleaner line. Information was collected from statistical data and interviews with five foremen and twenty-one workers.

#### Findings

Statistics show that the staff turnover is very high (31 % compared to the national average of 19%). In addition, the absenteeism rate is double the national average. The work does not need too many skills, which means that, though the company can easily recruit new people, it will just as easily lose them. The main reasons are the monotonous nature of the work, lack of challenge and unfavourable working conditions such as noise and working in isolation.

Workers also complain that they have no information about the company's performance. Higher performance is not encouraged by means of incentive.

#### Recommendations

The nature of the work cannot be changed, but workers can be provided with better working conditions and more job satisfaction.

##### Better working conditions

The workers should be provided with earplugs against the noise. In addition to the lunch break I recommend introducing two fifteen-minute breaks to break the monotony of the work and to provide more opportunity for improving social relations.

##### More job satisfaction

There are many different types of work done along the assembly line so people should work alternately on the different sections. This way they can obtain knowledge about the whole process and get more job satisfaction. It would also be easier to identify people for promotion.

Kevin Ross