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**Workbook**

We know  
books

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**B2+**



# **Business Partner**

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## Vocabulary Terms in market research

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

We carried out primary <sup>1</sup>*research / market / promotion* on our <sup>2</sup>*target / objective / goal* audience and now plan to arrange further feedback. The next stage will use a combination of both online <sup>3</sup>*assessments / surveys / evaluations* and focus <sup>4</sup>*panels / teams / groups*. In order to carry this out as cost effectively as possible, the sample <sup>5</sup>*amount / quantity / size* will be small. In addition, <sup>6</sup>*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 <sup>1</sup> \_\_\_\_\_ group to use the updated app and report back on new features.
- Contact any <sup>2</sup> \_\_\_\_\_ who have not yet returned their surveys from batch 1. Check whether they need any assistance in answering questions.
- Create a batch <sup>3</sup> \_\_\_\_\_ questionnaire to identify whether there was a positive reaction to the new app from the target audience.
- Brief the <sup>4</sup> \_\_\_\_\_ about the level of detail required when questions are answered in the <sup>5</sup> \_\_\_\_\_ interviews.
- Arrange a meeting to discuss the findings from the data <sup>6</sup> \_\_\_\_\_ and agree the best method of communicating the information.
- Add details to the report explaining why <sup>7</sup> \_\_\_\_\_ 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,         | a aren't they? |
| 2 These statistics are reliable,                     | b are they?    |
| 3 No one has seen this report,                       | c isn't it?    |
| 4 The market research questionnaire isn't ready yet, | d were they?   |
| 5 Nobody is using this computer at the moment,       | e have they?   |
| 6 The survey questions weren't too difficult,        | 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

- Let's consider all the facts before we make a decision, \_\_\_\_\_?
- Everyone in conference room three is here for the focus group meeting, \_\_\_\_\_?
- Honestly, nobody believes these statistics, \_\_\_\_\_?
- The participants will be here by 10 o'clock, \_\_\_\_\_?
- This data helps us to plan our marketing strategy, \_\_\_\_\_?
- 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 <sup>1</sup>\_\_\_\_\_ to select a group of participants that represent our target consumers, isn't <sup>2</sup>\_\_\_\_\_?
- B:** That's correct, but none of your team has got experience in organising this type of group, <sup>3</sup>\_\_\_\_\_ they?
- A:** Well, Martina worked in Marketing in her previous role, <sup>4</sup>\_\_\_\_\_ she?
- B:** Yes, and Karl <sup>5</sup>\_\_\_\_\_ excellent organisational skills, doesn't he? Perhaps they could work together?
- A:** I'm not sure. It's a big responsibility, <sup>6</sup>\_\_\_\_\_ <sup>7</sup>\_\_\_\_\_? Neither Karl nor Martina have a good knowledge of our target consumers. After all, they only joined the company six months ago, <sup>8</sup>\_\_\_\_\_ they?
- B:** Well, why don't we get another couple of people with consumer experience to join the team? For example, Julia and Chris <sup>9</sup>\_\_\_\_\_ working on a project at the moment, are <sup>10</sup>\_\_\_\_\_?
- A:** No, but they won't want to work on the focus group, <sup>11</sup>\_\_\_\_\_ 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, <sup>12</sup>\_\_\_\_\_ 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? | d Why use focus groups?               |
| b What are the pros and cons?            | e How many participants are required? |
| c How is the research carried out?       | 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*  
\_\_\_\_\_