



CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

CAIP Canada
Exam Prep Seminar:
Research Management
Practice Questions

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JULY 2020

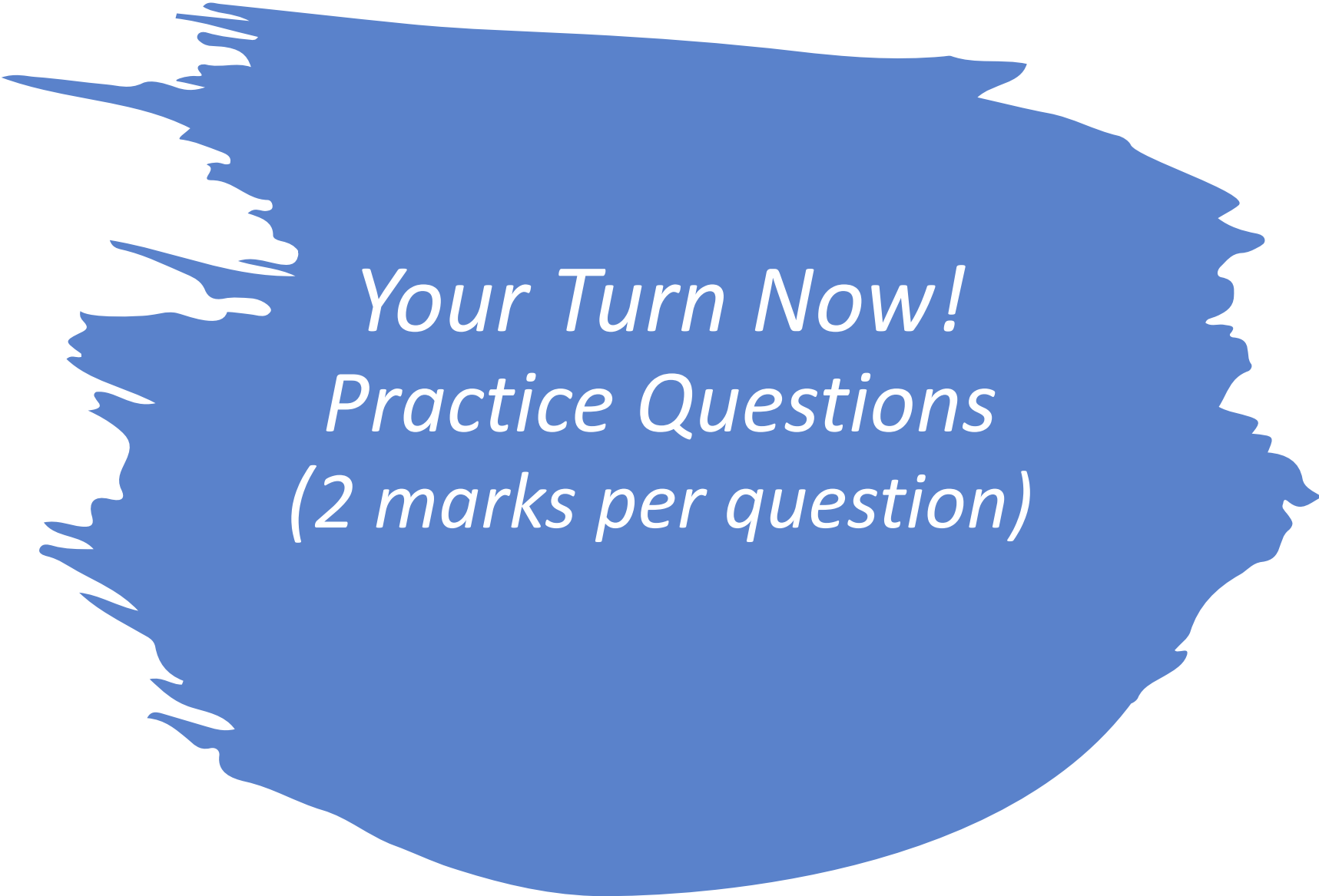


Your Turn Now!
Practice Questions

Chat Room – Management Decision

- In the chat room, share an example of research directed to a management decision in your work environment.
- Use these headings BUT no need to provide company names, just refer to the industry sector
 - Management problem or opportunity:
 - Describe nature of the research:
 - Share how research has informed a decision





Your Turn Now!
Practice Questions
(2 marks per question)

Practice Question 2

- As the competitive intelligence manager for a technology company, you have been asked to be part of an internal corporate research planning team meeting. The meeting is regarding the development of a new video conferencing platform that focusses on innovative functionality to build effective and efficient decision making.
- **Prepare five key questions you would need answered as part of this team meeting.**



Practice Question 3

- Explain CAIPs' responsibility to the public



Practice Question 4

- Over the past year, sales of snack food has dropped by 5% despite a long great performance in the marketplace.
- What might be four management issues and what might you suggest for research to change the performance?



Practice Question 5

- Describe two qualities of an ideal relationship among clients, suppliers and sub-consultants.





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What's Up Next?

