



CERTIFIED ANALYTICS AND INSIGHTS  
PROFESSIONALS OF CANADA

*CAIP Canada  
Exam Prep Seminar:  
Research Management  
Practice Questions Feedback*

ROBERT A. G. WONG, CAIP, FCRIC

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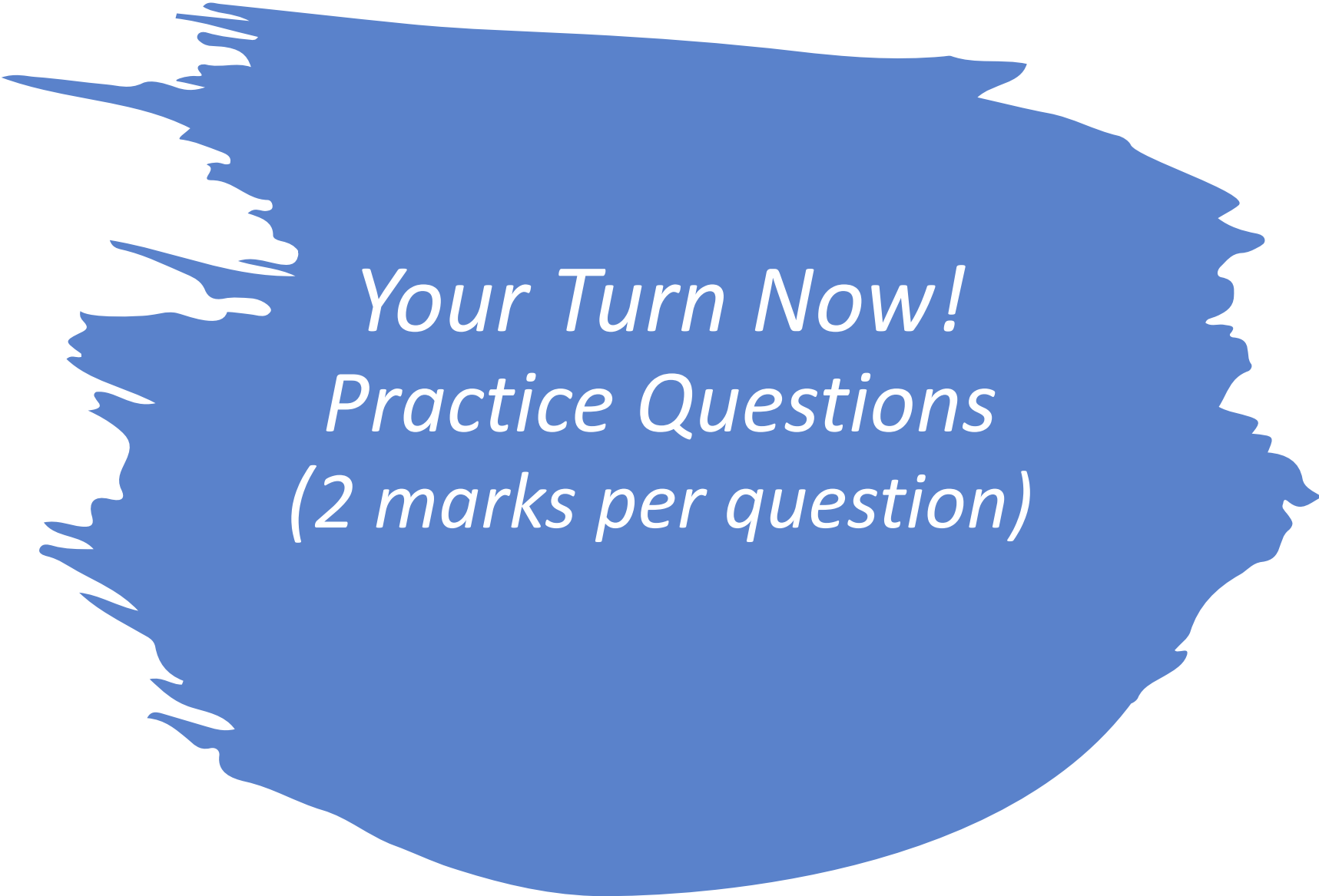


*Your Turn Now!*  
*Practice Questions*

## *Chat Room – Management Decision*

- In the chat room, share an example of research directed to a management decision in your work environment.





*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 2

- Prepare five key questions you would need answered as part of this team meeting.
  - Ensure your questions are from the CI manager's perspective
  - 1. What are the key unique features of the platform?
  - 2. Who are the intended target markets?
  - 3. Who do you consider to be the top three competitors?
  - 4. What competitive research, if any, has been done already?
  - 5. ????

Management



## *Practice Question 3*

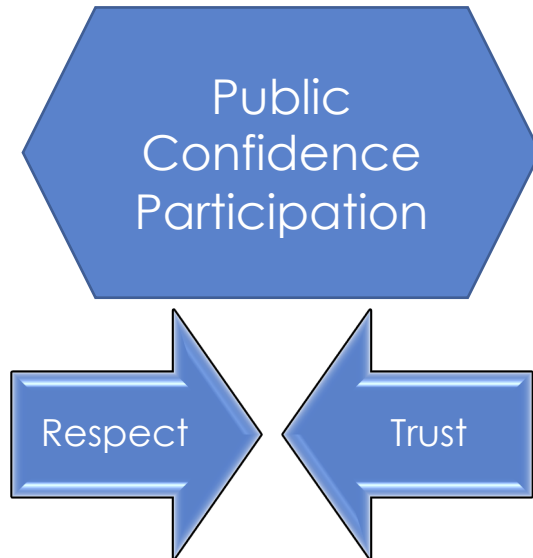
- Explain CAIPs' responsibility to the public





## *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 4

- What might be four management issues and what might you suggest for research to change the performance?

Management Issue	Research Suggestion
Poor advertising	Advertising testing
New competition	Examine syndicated data for new competitors and market share shifts
Distribution issues	Examine distribution pattern changes against sales performance by geography
Changing market preferences	Conduct a U&A study in the marketplaces of choice

Use of the table saves words and makes marking easier





## *Practice Question 5*

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





## *Practice Question 5*

- Describe two qualities of an ideal relationship among clients, suppliers and sub-consultants.
- Ideally the relationship should be a partnership with all parties invested in the same end goal. Important qualities include:
  - Collaboration where relevant information is shared completely and in a timely way
  - Discussions are open among all parties throughout the project



## *What Did You Take Away?*

- Research creates value by minimizing risk and maximize benefits
- Apply different research for different management issues
- CAIPs have important responsibilities as colleagues, clients and providers
- Key responsibility is to the public and society at large





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# *What's Up Next?*

