

The background of the entire slide is a complex network of thin grey lines connecting small black dots, creating a web-like or molecular structure. The CAIP logo is positioned in the upper left quadrant. The letters 'C', 'A', 'I', and 'P' are in a bold, dark blue font. A light blue diagonal line cuts through the 'A' from the bottom-left to the top-right.

CAIP

CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

*CAIP Canada
Exam Prep Seminar:
Ethics and Standards
Practice Questions*

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Practice Time!
Remember Exam
Writing Tips



Practice Question 1

- **How would you respond and why?**
- **Remember to underline key facts in the question.**
- **Each question is worth 2 marks.**
- **Time yourself for each question.**
- **Answer directly, clearly and back up.**

Research with Young People

A health unit contracted your firm to conduct a study of alcohol consumption among under-age drinkers attending high school.

What sort of consent is necessary to be ethical and meet the ICC/ESOMAR standards? Who should be informed in order to get consent?

Would the social benefits attached to the study create a special situation to expedite the consent process?

- **How would you respond?**

More Research with Young People

A prominent international marketer of **health supplements** has hired your Alberta company to conduct interviews with young teens (14-18) in Calgary parks. The interviewers are to approach teens in the park and the teens are promised a package of products in the mail if they would answer a 10 minute questionnaire. In addition, the teens are told that they will be re-contacted for other offers in the future.

How would you respond to this request for these services?

Practice Question 3



How would you respond?

Segmentation

An analytics firm is asked by a Bank client to help with a business-to-business segmentation study using their CRM database. The firm developed a set of market profiles along with a list of variables from which the size of the segment can be calculated from the business prospects.

The client then wants the analytics firm to now match and append segments to the Bank's different prospect database.

Should the firm agree to perform this work?

Practice Question 4

How do you respond?

Clients

This is the final report presentation to your client. A couple days before the meeting, your client liaison calls to discuss the upcoming meeting. She indicates her boss has only a limited amount of time and just wants to hear the final conclusions and insights and doesn't really like to talk about the numbers.

How do you respond to this request?

Practice Question 5

How would you deal with this situation?

Customer Experience

A client has an ongoing online customer satisfaction survey. If there were complaints about the service and customers want follow up, customers are asked for permission to release their name and results back to the client. All verbatims are provided and names are also provided for those that gave permission. However, so many people gave permission, the client could cross-reference the original sample list with the verbatim file to identify who didn't give permission and figure out whose scores and comments go with which name.

How might you deal with this situation?

Practice Question 6

How might you deal with this situation?

Mystery Shopper Project

A large well-known company wishes to hire your firm to conduct mystery shopping at five of their lowest performing home furnishing outlets. They wish your firm to send in 5 “consumers” for each outlet and document the experience (video or audio capture) including the names of the employees they dealt with the most. The company suspects poor training and wishes to correct the situation, even if it means firing the managers.

How might you deal with this situation?

Practice Question 7

- **Offer three Standard guidelines to the client when researching in the social media space.**

Social Media Research

National parks are about conservation, ecosystem protecting as well as sharing and educating these goals with the visiting public. However, with increasing demand for parks as safe places to visit, the Parks Service is requesting your services to monitor visitors travel patterns through a park to learn if opportunities arise to redirect visitors to less congested attractions and trails in real time.

They believe monitoring social media channels like Instagram would be ideal. Park pass visitors would be asked to use a hashtag specifically for this research. Your firm has been consulted to design an appropriate methodology.

Offer three Standard guidelines to the client when researching in the social media space.

Practice Question 8

The President of a large multi-national sports equipment and apparel company has approached you to conduct a study across Canada to determine the opportunities to grow the e-bike market. Your company has worked with this company many times. Over the past 5 years the company has built a 15,000 customer email list and wants to perform an online survey.

Identify three key questions for your first meeting with your potential client.



What's Up Next?

