



Project Work

This is an exercise for students to develop their English language skills, especially in writing and oral presentation.

Objectives:

1. Students should be able to present arguments, ideas and opinions through presentations and discussions;
2. Students should be able to perform their tasks analytically (i.e. collecting information from various sources, analyzing the information and reporting the results);
3. Students should be able to write a research abstract.

Evaluation:

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| 1. Writing an abstract | 5 % |
| 2. Oral Presentation | 5 % |
| 3. Discussion & Reflection | 5 % |

Action Plan

Week 2: Set up groups of 5-6 members

Week 3-4: Discuss the research question for a “baby” research.

Week 5-6: Create a questionnaire (in Thai)

Week 7-8: Collect Data

Week 9-10: Organize & Analyze Data

Week 11-12: Write an abstract

Week 13-14: Prepare for oral presentation

Week 15-16: Make an oral presentation

Creating Questionnaires for Gathering Market Research

One of the primary research tools used for acquiring data is the questionnaire. It is a simple and easily categorized means of gathering information directly from customers. For optimal success, distribute a questionnaire to a systematic random sampling of your target audience as opposed to a general audience.

You need to create a questionnaire that people won't mind filling out and that will allow you to easily define the likes, needs and buying habits of your audience. Here are some tips on how to create questionnaires that will gather worthwhile market research:

- Keep it relatively brief. One page, two at most.
- Have clear instructions on how to answer the questions.
- Word each question in concise, clear language.
- Make sure each question concerns one topic only.
- Cover all options. If someone can have no opinion on a question, have "no opinion" as an answer.
- Ask general questions such as age range early on to determine a respondent's demographic category.
- Do not require names or personal identifying information.
- Phrase questions about product preferences in an objective manner.
- Use different types of questions to get both a general and a more specific response. For example, you might use multiple-choice questions for most of the survey and then ask a few questions that require the respondent to write in a short answer.
- Include a space for comments.
- Make the questionnaire look appealing and not daunting. People do not want a "homework assignment."
- If you have hired people to interview respondents, train them on how to maintain an objective manner. They should know not to pass judgment or make comments on answers given.

The success of a questionnaire will depend largely on who fills it out. Therefore, before you take a random sampling of the market, make sure it's the right market for your business.

Note: It may be worthwhile to offer a small incentive for people to take the survey. The reward should be something that only your target audience would appreciate to weed out respondents seeking only a reward.

<http://www.allbusiness.com/articles/SalesMarketing/1959-26-1818.html>