

Module

I

Production

Unit 1

Surveying



Unit Overview

By studying this unit, you are expected to:

- learn about the basics of market surveys;
- know how to design a questionnaire;
- know how to analyze market survey results.

Lead-in

Task 1 Look at the following procedures and tick those which belong to the business survey phase.

<input type="checkbox"/> questionnaire survey	<input type="checkbox"/> data analysis	<input type="checkbox"/> mass production
<input type="checkbox"/> sample production	<input type="checkbox"/> market try-out	<input type="checkbox"/> complaint response
<input type="checkbox"/> face-to-face interview	<input type="checkbox"/> product testing	<input type="checkbox"/> material sourcing
<input type="checkbox"/> product design	<input type="checkbox"/> telephone interview	<input type="checkbox"/> delivery

Task 2 List some ways of conducting business surveys. Then work in pairs and share your list with your partner. Some are given as follows to help you get started.

- online questionnaire
- telephone interview
- _____
- _____
- _____

Reading A

Setting: Lily's Choice, a hair product company, is planning to design and launch a new hair care product. Kevin, a new comer to the R&D Department, is brushing up on the basics for successful market surveys and product designs that he learned in college.

Starting Point

Task 1 Generally speaking, business survey, product design and production are the three major steps before the release of a new product. Discuss in pairs: a) What activities are usually included in each step? b) Are there any dos and don'ts that you can think of in each step?

Step	Activities	Dos and Don'ts
Business Survey		
Product Design		
Production		



Business Surveys Before Product Release



The launch of new products is not an easy task for marketing professionals. Without research, there will be a lot of uncertainty about how consumers will respond to the product. This is why companies do market surveys before they design and launch a new product.

Market surveys are usually conducted by the R&D Department of a company. Surveys are usually done by means of questionnaires on paper or online or in face-to-face or telephone interviews. The aim of carrying out market surveys is to collect information from the targeted consumers, that is, the people who the company expects to buy and use their products or services. A market survey will collect information about preferences, expectations concerning functions and complaints about current products or services. Surveys may also ask about existing products to find out how they could be improved. The people surveyed usually include end users and sales personnel.

Once the data has been gathered, it will be analyzed and the relevant departments will start work developing new products or improving current products. Raw materials and factory machinery will be sourced, production costs calculated and selling prices estimated. Then a report will be submitted to the senior management for approval.

Upon approval, some sample products will probably be produced, allowing for further modifications to be made and perhaps new functions to be added, ensuring that the new product is user friendly and effective. The samples will be thoroughly tested before being subjected to a further market survey. The results will be analyzed, checked against the original findings, and further changes will be made before the product is mass produced.



New Words

survey /'sɜ:vɪ/ <i>n.</i>	调查 a set of questions that you ask a large number of people in order to find out about their opinions or behavior
/sə'veɪ/ <i>v.</i>	调查 to ask a large number of people questions in order to find out their attitudes or opinions
launch /lɔ:ntʃ/ <i>n.</i>	(新产品的) 投放市场 an occasion at which a new product is made available or made known
<i>v.</i>	把(新产品)投放市场, 推出, 发行 to make a new product available for sale for the first time
uncertainty /ʌn'sɜ:ntɪ/ <i>n.</i>	不知道, 不确定 the fact that something is not known or has not been decided
questionnaire /,kwɛstʃə'neə/ <i>n.</i>	调查问卷, 调查表 a written set of questions which you give to a large number of people in order to gather information
complaint /kəm'pleɪnt/ <i>n.</i>	投诉, 意见 a written or spoken statement in which someone says they are not satisfied with something
current /'kʌrənt/ <i>adj.</i>	现实的, 当前的 happening or existing now but not expected to last for a long time
end user /'endju:zə/ <i>n.</i>	(产品的) 最终使用者, 终端用户 the person who actually uses a particular product
relevant /'relɪvənt/ <i>adj.</i>	有关的, 相关的 directly connected to what is being discussed or considered
raw /rɔ:/ <i>adj.</i>	天然状态的, 未经加工处理的 (materials) being in their natural state, before being treated in order to make things
machinery /mə'ʃɪ:nəri/ <i>n.</i>	机器, 机械 machines, esp. large ones
calculate /'kælkjuleɪt/ <i>v.</i>	计算, 核算 to find out how much something will cost by using numbers
estimate /'estɪmət/ <i>v.</i>	估计, 估价 to try to judge the value or price of something, partly by calculating and partly by guessing
submit /səb'mɪt/ <i>v.</i>	提交, 呈送 to give a plan, piece of writing, etc. to someone in authority for them to consider or approve
approval /ə'pru:vəl/ <i>n.</i>	批准, 认可 the act of officially accepting a plan, decision, or person
modification /,mɒdɪfɪ'keɪʃən/ <i>n.</i>	修改, 更改 a small change made in something such as a design, plan, or system
user friendly /,ju:zə'frendli/ <i>adj.</i>	易使用(操作)的 easy to use or operate
thoroughly /'θɔ:rəli/ <i>adv.</i>	仔细地, 彻底地 very carefully so that you avoid mistakes
test /test/ <i>v.</i>	试验, 检验 to use something for a short time to see if it works properly
original /ə'ɹɪdʒɪnəl/ <i>adj.</i>	原先的, 最初的 existing at the beginning period or process, before changes have been made

Phrases and Expressions

by means of	以……方法 using a particular way or system
allow for	考虑, 顾及 to consider the possible facts, problems, costs, etc. involved in something when making a plan, calculation, or judgment
be subjected to	经历, 经受 to be forced to experience something very unpleasant or difficult, esp. over a long time
check... against...	与……相比较 to compare something with something else to see whether they are the same

Understanding the Text

Task 2 Complete the passage that summarizes the parts concerning business surveys in the text.

Before the (1) _____ and launch of a new product, business surveys are necessary because there will be a lot of uncertainty about consumers' response to the (2) _____. Interviews and (3) _____ are frequently adopted by the (4) _____ Department to (5) _____ information from the targeted consumers. Usually, customers' preferences, (6) _____ concerning (7) _____ as well as complaints about current products or services will be gathered and analyzed.

Task 3 Answer the questions with the information you find in the text.

1. What is the importance of market surveys?
2. What kind of information does a market survey usually collect?
3. Who usually become the target of a business survey?
4. What is the next step after data collection?
5. What are the functions of manufacturing sample products?

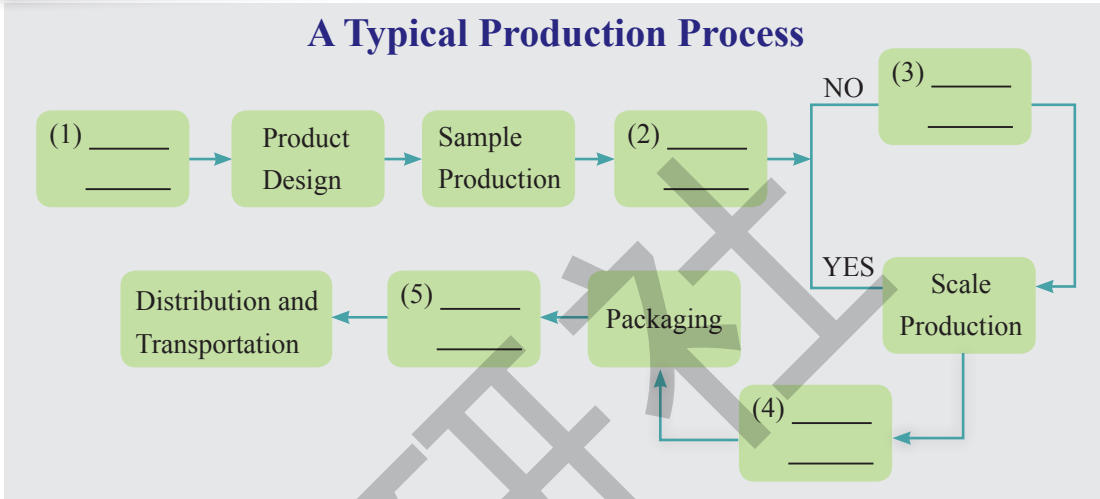


Activity 1

Learn the following terms in the box and the flow chart of a typical production process. Then complete the flow chart with the terms in the box.

market research	product release	sample production	quality control
scale production	modification	product design	packaging
distribution and transportation		product experiment	

A Typical Production Process



Dealing with Language

Task 4 Find words in the text which match the following meanings.

1. to introduce a new product, etc. to the public or into the market
2. a written or printed list of questions to be answered by a number of people, esp. to gather data or as part of a survey
3. to bring together in a group or mass; to gather
4. a feeling of liking or wanting someone or something more than someone or something else
5. the ultimate consumer of a product, esp. the one for whom the product has been designed
6. agreement to, or permission for something, esp. a plan or request
7. to make certain that something will happen
8. easy for people who are not experts to use or understand

Task 5 Complete the sentences with the correct form of the words in Task 4.

1. The R&D Department decided to conduct this season's survey by means of _____.
2. Tom has submitted a proposal to the senior management for _____.
3. Of all the data we've _____, 90% is valid.
4. Most customers have a(n) _____ of our Item 4 over Item 5.
5. What I am concerned most is whether our _____ are satisfied or not.

- Before we decide to _____ this new product, we need to _____ that it has passed the security test.
- The market loves our new smart phones because they find them quite _____.

Task 6 Translate the sentences. Key words and phrases are in brackets.

- 总经理决定在本季度末推出我们的最新产品。(launch)
- 调查显示，比起这款最新上市的产品，大部分终端用户宁愿选择我们去年夏天推出的那款产品。(end user, have a preference of)
- The game's novel design and user friendly interface have made it a runaway success. (界面友好，一举成功)
- This program can help you calculate how much tax you have to pay. (计算)

Focusing on Grammar

一些表示时间顺序的词

在英语中，我们经常会使用一些介词和连词，如before, once, upon等来描述事件的先后顺序。如：

Stock prices climbed close to the peak they'd registered before the stock market crashed.

Once customers come to rely on these systems they almost never take their business elsewhere.

Upon graduation, Davis immediately went back to his hometown to meet his parents.

Samples from the text:

The results will be analyzed, checked against the original findings, and further changes will be made before the product is mass produced.

Once the data has been gathered, it will be analyzed and the relevant departments will start work developing new products or improving current products.

Upon approval, some sample products will probably be produced, allowing for further modifications to be made and perhaps new functions to be added, ensuring that the new product is user friendly and effective.



Task 7 Complete the sentences by using “before,” “once” or “upon.”

- _____ receiving her letter, I wrote her back in no time.
- It's urgent. I need to see him _____ I leave.
- _____ known, his face will never be forgotten.
- She will die _____ she shall disgrace herself.
- Kelman had a book published in the US more than a decade _____ a British publisher got in touch with him.
- After a day's hard work, she was so exhausted that _____ inside her apartment, her first action was to fell down on the bed.

7. Barry had joined the army immediately _____ leaving school.
8. _____ you begin you must not give up.

Task 8 Translate the sentences by using words indicating sequences in brackets.

1. 现在着急也没有用，再过几天我们才能知道最后结果。(before)
2. 为避免纠纷，在签字之前你应该进行法律咨询。(before)
3. 这款新产品一问世就受到了消费者的好评。(upon)
4. 杰克是一名专业的销售人员。只要一开始工作，他就会面带微笑。(once)
5. 问卷必须在访谈之前设计好。(before)

并列句中动词的省略

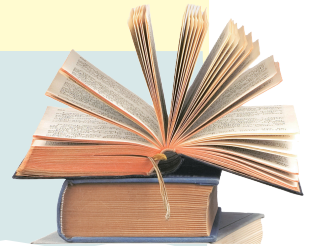
在并列句中，如果不同分句的谓语动词相同或相似，从第二个分句起，谓语动词可以省略，以确保句子的简洁性。如：

The river was deep and the ice (was) thin.

Such inns as there were were generally dirty and flea-ridden; the food (was) simply local cheese accompanied by bread often twelve months old, all washed down with coarse wine.

Samples from the text:

Raw materials and factory machinery will be sourced, production costs (be) calculated and selling prices (be) estimated.



Task 9 Read the sentences and point out which parts can be omitted to make them concise.

1. My office is on the ground floor and hers is on the first.
2. Histories make men wiser; poems make men romantic; and moral makes men grave.
3. Reading makes a full man, conference makes a ready man, and writing makes an exact man.
4. Courage in excess may become foolhardiness; prudence in excess may become cowardice; and tolerance in excess may become weakness.
5. Your suggestions made Lily happy, but they made Tom angry.

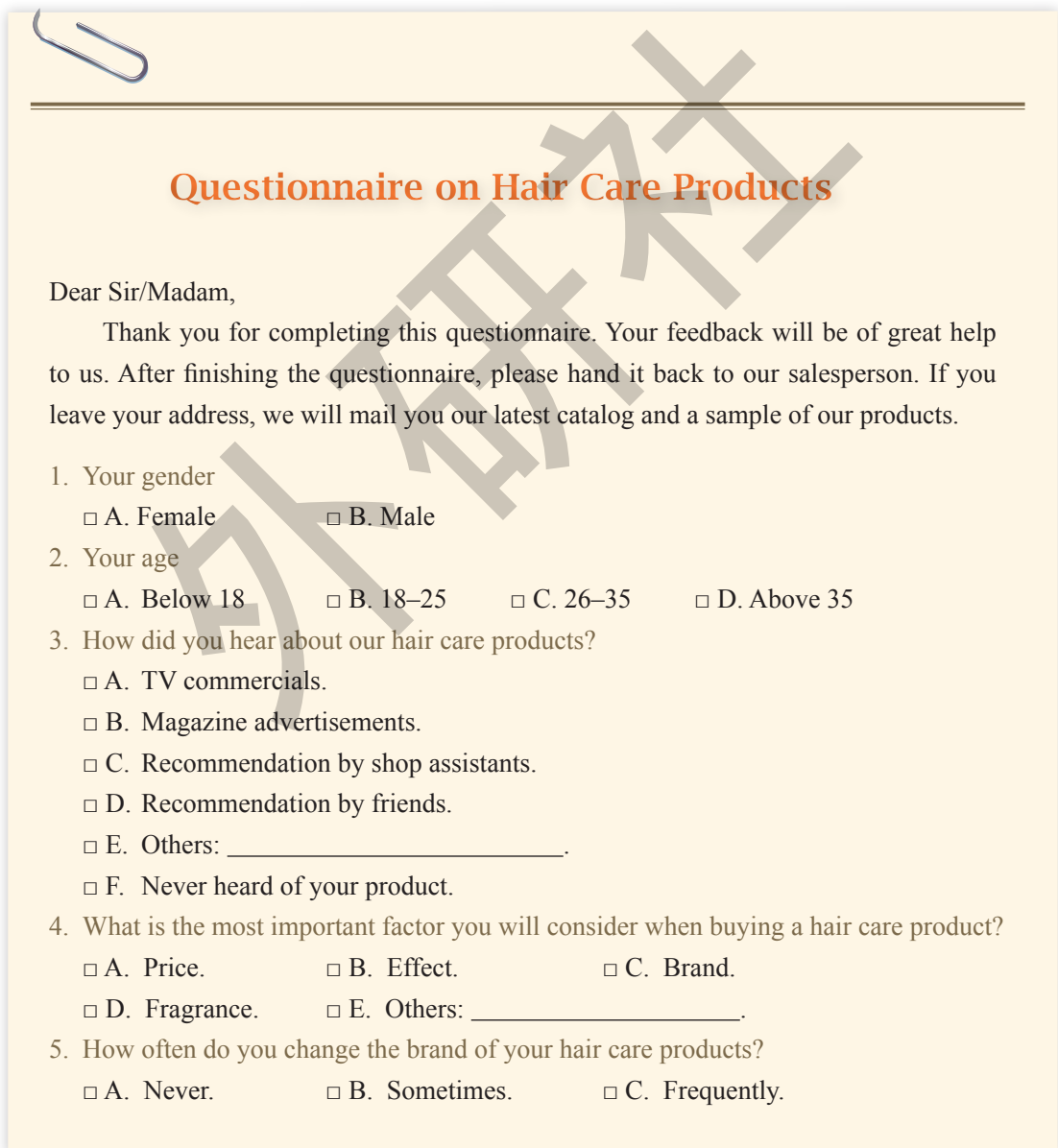
Activity 2

Work in groups. In each group, think out one product or service which enjoys great popularity among college students but is not available on campus. Design a market survey scheme and conduct a survey accordingly. Make a report based on your survey results and try to sell your idea to a company who may be interested in it.

Reading B

Task 1 Have you ever responded to a questionnaire before? What items were included in that questionnaire? Can you list some of the most annoying questions you have experienced in a questionnaire?

Setting: After discussion, Lily's Choice has decided to use paper questionnaires as a major means of market survey. Here is the questionnaire Kevin drafted.



Questionnaire on Hair Care Products

Dear Sir/Madam,

Thank you for completing this questionnaire. Your feedback will be of great help to us. After finishing the questionnaire, please hand it back to our salesperson. If you leave your address, we will mail you our latest catalog and a sample of our products.

1. Your gender
 - A. Female
 - B. Male
2. Your age
 - A. Below 18
 - B. 18–25
 - C. 26–35
 - D. Above 35
3. How did you hear about our hair care products?
 - A. TV commercials.
 - B. Magazine advertisements.
 - C. Recommendation by shop assistants.
 - D. Recommendation by friends.
 - E. Others: _____.
 - F. Never heard of your product.
4. What is the most important factor you will consider when buying a hair care product?
 - A. Price.
 - B. Effect.
 - C. Brand.
 - D. Fragrance.
 - E. Others: _____.
5. How often do you change the brand of your hair care products?
 - A. Never.
 - B. Sometimes.
 - C. Frequently.

6. Where do you usually buy your hair care products?
 A. Supermarkets. B. Local stores.
 C. Hair care salons/hair dresser's. D. The Internet.
 E. Others: _____.

7. Which type of hair care products do you use regularly?
 A. Shampoo. B. Hair conditioner. C. Hair spray.
 D. Mousse. E. Hair gel. F. Hair mask.
 G. Hair dye. H. Others: _____.

8. How often do you go to hair salons?
 A. Never or less than once a month.
 B. About once or twice a month.
 C. About once or twice a week.
 D. Almost every day.

9. What do you expect from your hair care products?
 A. Treat dandruff. B. Reduce greasiness.
 C. Care after a perm. D. Reduce hair loss.
 E. Others: _____.

10. Which fragrances do you prefer? (Please choose your Top 3.)
 A. Rose. B. Milk. C. Vanilla. D. Lavender.
 E. Herb. F. Green tea. G. Lemon. H. Sweet orange.
 I. I don't care. J. Others: _____.

11. Your e-mail address: _____.

12. Your postal address: _____.



New Words

feedback /'fi:dbæk/ n.

反馈, 回复 comments about how well or how badly someone is doing something, which are intended to help them do it better

gender /'dʒendə/ n.

性别 the fact of being male or female

commercial /kə'mɜ:ʃəl/ n.

(电视或电台的) 商业广告 an advertisement on television or radio

recommendation

/,rekəmen'deɪʃən/ n.

推荐, 介绍 the act of suggesting to someone that they should choose a particular thing or person that you think is very good



factor /'fæktə/ <i>n.</i>	因素, 要素 one of several things that influence or cause a situation
fragrance /'freɪgrəns/ <i>n.</i>	香气, 香味 a pleasant smell
salon /sə'lɒn/ <i>n.</i>	(提供理发等服务的) 厅, 院, 廊 a shop where you can get your hair cut
dresser /'dresə/ <i>n.</i>	化妆师 an expert who takes care of people's skin, nail, hair, etc.
conditioner /kən'dɪʃənə/ <i>n.</i>	护发素 a liquid that you put onto your hair after washing it to make it softer
hair spray /'heəsprɛɪ/ <i>n.</i>	喷发定型剂 spray which you put on your hair to keep it tidy
mousse /mu:s/ <i>n.</i>	定型发胶, 摩丝 a white slightly sticky substance that you put on your hair to make it look thicker or to hold it in place
gel /dʒel/ <i>n.</i>	凝胶, 冻胶 a thick, wet substance that is used in beauty products
dye /daɪ/ <i>n.</i>	(用于给衣服、头发等染色的) 染料 a substance you use to change the color of your clothes, hair, etc.
dandruff /'dændrʌf/ <i>n.</i>	头皮屑 pieces of dead skin from your head that can be seen as a white dust in your hair and on your shoulders
greasiness /'gri:sɪnɪs/ <i>n.</i>	油腻 state of being covered in grease or oil
perm /pɜ:m/ <i>n.</i>	烫发 a process of putting curls into straight hair, by chemical treatment
vanilla /və'nɪlə/ <i>n.</i>	香子兰 tropical orchid with sweet-smelling flowers
lavender /'lævɪndə/ <i>n.</i>	薰衣草 a plant that has purple flowers with a strong pleasant smell
herb /hɜ:b/ <i>n.</i>	(用于调味或制药的) 香草, 药草 a small plant that is used to improve the taste of food, or to make medicine

Phrases and Expressions

be of great help	帮大忙 to be very helpful
hand back	交还, 交回 to pass something back to someone

Task 2 Respond to the questionnaire in Reading B.

Task 3 Match the underlined parts of the sentences or expressions with their definitions.

1. Your feedback will be of great help to us.
2. Recommendation by shop assistants.
3. How often do you change the brand of your hair care products?
4. TV commercials.
5. What is the most important factor you will consider when...
6. Your gender...

Definitions

- a. the version of a product that is made by one particular manufacturer
- b. information about a product, etc. that a user gives back to its supplier, maker, etc.
- c. an advertisement broadcast on radio or television
- d. the suggestion that someone should have or use something because it is good
- e. sexual classification
- f. fact, circumstance, etc. that helps to produce a result

Task 4 Complete the passage with the correct form of the words in Task 3.

Questionnaires concerning the (1) _____ one may consider when choosing a certain product would always look for (2) _____ from both (3) _____. They want to know how customers know about their (4) _____, whether promotion activities such as TV (5) _____ or word of mouth from other customers or (6) _____ from shop assistants or hair dressers play a more important part in their decision-making process. In return, the company will send its latest catalog or some sample products to the interviewer as gifts.

Task 5 Translate the sentences. Key words and phrases are in brackets.

1. How did you hear about our hair care products? (护发产品)
2. If you leave your address, we will mail you our latest catalog and a sample of our products. (产品目录, 样品)
3. 回答完问卷之后, 请将问卷交回给我们的销售人员, 我们将有礼品赠送。(hand back to, gift)
4. 您经常更换护发品的牌子吗? (brand)
5. 您最希望护发产品有哪些功能: 去屑, 烫发后的护理, 还是防脱发? (treat dandruff, care after a perm, reduce hair loss)

Activity 3 

Gather the students' responses to the questionnaire in Reading B (in Task 2), categorize them and analyze the data. Present your findings to the class. You can use some bar charts or line graphs to help you illustrate.

The following are some sample sentences that you can use in the presentation:

- We sent out 30 samples and recalled 25 valid ones.
- Female participants tend to...
- Two thirds of the... are...
- When choosing hair care products, females are less price-sensitive...
- Based on the survey results, we are planning...

Listening



Setting: Andy is a salesperson in Lily's Choice. He is now conducting a street survey on the hair care products using the questionnaire Kevin designed.

Task 1 Listen to the conversation. Complete the following questionnaire according to what you hear.



Questionnaire on Hair Care Products

- Your gender
 - A. Female
 - B. Male
- How did you hear about our hair care products?
 - A. TV commercials.
 - B. Magazine advertisements.
 - C. Recommendation by shop assistants.
 - D. Recommendation by friends.
 - E. Others: _____.
 - F. Never heard of your product.
- What type of hair products do you usually use?
 - A. Shampoo.
 - B. Hair conditioner.
 - C. Hair spray.
 - D. Hair dye.
 - E. Others: _____.
- How often do you go to hair salons?
 - A. Never or less than once a month.
 - B. About once or twice a month.
 - C. About once or twice a week.
 - D. Almost every day.

5. Where do you usually buy your hair care products?

A. Supermarkets. B. Local stores.
 C. Hair care salons/hair dresser's. D. The Internet. E. Others: _____.

6. How often do you change the brand of your hair care products?

A. Never. B. Sometimes. C. Frequently.

7. Which fragrances do you prefer?

A. Rose. B. Milk. C. Vanilla. D. Lavender.
 E. Herb. F. Green tea. G. Lemon. H. Sweet orange.
 I. I don't care. J. Others: _____.


8. What is the most important factor you will consider when buying a hair care product?

A. Price. B. Effect. C. Brand. D. Fragrance.
 E. Others: _____.

 **Work in pairs. Role-play an interview with the questionnaire in Reading B according to your own situation.**

Task 2 Listen to the conversation between Andy and his colleague. Choose the answer to each question according to what you hear.

- The TV commercials of the new products have proved to be _____.
 A. just so-so B. acceptable C. successful D. a failure
- The questionnaire shows that most people know their brand from (the) _____.
 A. newspapers B. Internet C. television D. magazines
- The interviewees' favorite fragrances include the listed below EXCEPT _____.
 A. lavender B. herb C. lemon D. green tea
- The fragrance of _____ has a soothing effect and can help people get a good night sleep.
 A. lavender B. herb C. lemon D. green tea
- They are intending to launch a new series especially for _____.
 A. girls B. old people C. mothers D. young women

 **Work in pairs. Think of one TV commercial that you consider successful. Describe it and elaborate the reason for its success to your partner.**

Task 3 Listen to Andy's report on the release plan of the new hair care product. Decide whether the statements are true (T) or false (F) according to what you hear.

- 1. The newly released shampoo series is called "Lavender Land."
- 2. Originally the company has launched the shampoo with three fragrances.
- 3. The new product is targeted at young people.
- 4. They are intending to invite Jay Chou to introduce the new shampoo.
- 5. The capacity of the shampoo is still negotiable though.

 **Work in pairs. Find the mistakes in the false statements and correct them.**

Communication Project

Setting: Colgate Corporation, a leading toothpaste manufacturer, is considering launching a new product targeted at young people. The company plans to conduct a survey among college students before it starts.

Task 1 Work in groups. Brainstorm the following questions.

- Which means of market survey do you prefer: telephone interviews, online questionnaires or paper questionnaires? Why?
- Whichever means you are planning to adopt, you will need a question list to get started. How would you develop your questions to make the survey more direct, clear-cut and to the point? List the questions you may ask.
- What promotion campaigns would you make to encourage participation in the survey?
- How would you analyze the survey data to help you get what you want?

Task 2 Design your survey scheme.

You can design your survey scheme from the following perspectives:

- method taken
- questionnaire design
- result analysis
- promotion activities

Tips:

- A combination of an “Oral Health Awareness Week” together with face-to-face or online questionnaire surveys would be a nice touch.
- Sending out some free samples of mouthwash could serve as a promotion method of the brand. At the same time, feedback from customers also helps you know the market better.

Task 3 Present your survey scheme to the class. Have a class vote for the best one.

Writing

Setting: Colgate Corporation has decided to use paper questionnaires as the survey method.

Task 1 Complete the following questionnaire for them.

Questionnaire on _____

1. Your gender
 A. Female B. Male

2. How often do you use mouthwash?
 A. Every day. B. Every other day. C. From time to time.
 D. Seldom. E. Never.

3. _____ ?
 A. _____ B. _____
 C. _____ D. _____

4. _____ ?
 A. _____ B. _____
 C. _____ D. _____
 E. Others: _____

5. _____ ?
 A. Never. B. Sometimes. C. Frequently.

6. _____ ?
 A. _____ B. _____
 C. _____ D. _____

7. _____ ?
 A. _____ B. _____
 C. _____ D. _____

Task 2 After designing your questionnaire, compare it with your partner's. Discuss with your partner and come up with an improved version.

Business Know-how

Tips on Face-to-face Market Surveys

- Remain eye contact to show your concern.
- Be direct and clear-cut with the questions raised.
- Be sensitive to the interviewees' reactions, body languages as well as verbal response.
- Be polite, show your respect and ensure the interviewee of confidentiality.
- Possess basic communication skills.

外研社

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