

## Undergraduate Diploma in Business

### Administration: Intake April 2024 to April 2025

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| <b>Assessment Task:</b> One (1) Group presentation based on the question below   |  |
| <b>Module:</b> <i>Marketing Research</i>   | <b>Tuition Centre:</b> 21 Academy<br><b>License Number:</b> 2018-017 |
| <b>Level:</b> Award MQF Level 5  | <b>Date:</b>   |
| <b>Student Names:</b>  | <b>Student Numbers: (same line)</b>                                  |
| <b>Presentation Date:</b> 17 May 2025  |  |
| <p><b>Task</b><br/>         The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to data management within an organisation.</p> <p><b>Note</b><br/>         This assessment provides students with an opportunity to explain the different aspects of data management and its implication.</p> <p><b>Note</b><br/> <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions <b>made</b> by the students in class as well as the tutor.</i></p> |  |
| <p><b>Question:</b><br/>         As a marketing management and research team, your objective is to investigate and evaluate the customer loyalty program developed by Carrefour in Spain. Analyse its current rewards and incentives program and evaluate how it has contributed to the company's customer retention and satisfaction in the Spanish market. Furthermore, provide a comparison of Carrefour's strategy with that of a local supermarket chain such in Spain, discussing the advantages and disadvantages of Carrefour's approach.</p> <p>You will be expected to give attention to the following:</p> <ul style="list-style-type: none"> <li>• A background statement outlining the grocery retail industry in Spanish market.</li> <li>• A detailed analysis of Carrefour's loyalty program and its effectiveness</li> <li>• A comparison with a local competitor's strategy and customer engagement</li> </ul>   |  |
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| <b>By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work</b>   |  |
| <b>Mark:</b>   | <b>Student (first in list above) Signature:</b> <main assessor>      |
| <b>Date</b>  | <b>Signature:</b> <quality assurance>                                |