Year 9 business - Pepsi Challenge worksheet

Names:

**TASK 1**

1. Write the three questions that you want to ask during the taste test here. Make sure you choose the three that will give you the best results from your market research. You will need to gather quantitative (numerical) and qualitative (opinions) data. Use a combination of open and closed (yes / no) questions.

1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Explain briefly how you will carry out your research

**TASK 2**

1. What is your prediction of the outcome from your research?

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1. Make a note of your preference before you taste the three samples

Researcher 1 prefers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Researcher 2 prefers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TASK 3**

Explain how these conditions might change the results of your market research:

1. One was flat and the others were fizzy?
2. One was warm and the others cold?
3. Respondents don’t like any sort of cola?
4. Coke was from a can but the other two were from a bottle?
5. Coke was diet and Pepsi wasn’t

**TASK 4**

Time to try all three samples. Gather your data, ask your 3 questions.

Write some analysis of your results here:

Draw some conclusions about your research here:

Hand in to Mrs Hilton – great work can gain rewards so please make sure your names are on the sheet, and you have done your very best work today.