

## 12.3\_C

## Report A

**Method**

A written questionnaire \_\_\_\_\_<sup>1</sup> to find out perceptions of Robins Tours' quality of service and how Robins Tours \_\_\_\_\_<sup>2</sup> in relation to its competitors. Two thousand questionnaires \_\_\_\_\_<sup>3</sup> to a random sample of Robins Tours bus customers, of which 150 \_\_\_\_\_<sup>4</sup>. In addition, 130 people \_\_\_\_\_<sup>5</sup> while waiting at bus stops during one day in June. Seventy per cent of the whole sample \_\_\_\_\_<sup>6</sup> women.

## Report B

**Method**

In order to find out the business activities of some successful transport companies, a survey of their websites \_\_\_\_\_<sup>7</sup> during the first week of June. The companies which \_\_\_\_\_<sup>8</sup> were FirstGroup, Go-Ahead Group and Stagecoach Group.

## 12.3\_C

## Answers

## Report A

**Method**

A written questionnaire was designed<sup>1</sup> to find out perceptions of Robins Tours' quality of service and how Robins Tours was seen<sup>2</sup> in relation to its competitors. Two thousand questionnaires were sent<sup>3</sup> to a random sample of Robins Tours bus customers, of which 150 were returned<sup>4</sup>. In addition, 130 people were interviewed<sup>5</sup> while waiting at bus stops during one day in June. Seventy per cent of the whole sample were<sup>6</sup> women.

## Report B

**Method**

In order to find out the business activities of some successful transport companies, a survey of their websites was undertaken<sup>7</sup> during the first week of June. The companies which were investigated<sup>8</sup> were FirstGroup, Go-Ahead Group and Stagecoach Group.