

MRS Advanced Certificate in Market & Social Research Practice

Preparing for the Exam: Section 2 Q4 - Question

Section 2 of the examination contains 6 essay-style questions. You must answer 2 out of 6.

The following question appeared in the MRS Advanced Certificate exam in June 2008. The weighting guide which follows each question is designed to help you work out how much information you need to put in each question. In Question 4 the 2 questions are weighted $\frac{1}{3}$ and $\frac{2}{3}$. Therefore you should try to ensure that you focus more time and effort on question b

Read the question then allow yourself 45 – 50 minutes to write your answer. When you have finished, you can compare your answer with the Section 2 Q4 Answer Guide.

Section 2

QUESTION 4:

4. Rowbury, a major confectionary company, has recently acquired Maybury's, a small company which produces fine chocolates using essential oils for flavouring. Maybury's employees have been guaranteed employment with Rowbury. Rowbury now needs to decide whether to rebrand Maybury products as 'Rowbury fine chocolate'. It has approached an insight provider to help the company gain the insight needed to inform the decision.

a) Describe what you understand by the term 'insight' and how it differs from more traditional market research. Illustrate your answer with examples.

(Weighting: one-third of total)

b) Describe the types of research information that the insight provider might use to help Rowbury make their decision, and how that information could be gathered. Give reasons for the suggestions you make.

(Weighting: two-thirds of total)