

MRS Advanced Certificate in Market & Social Research Practice

Preparing for the Exam: Section 2 Q5 - Question

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

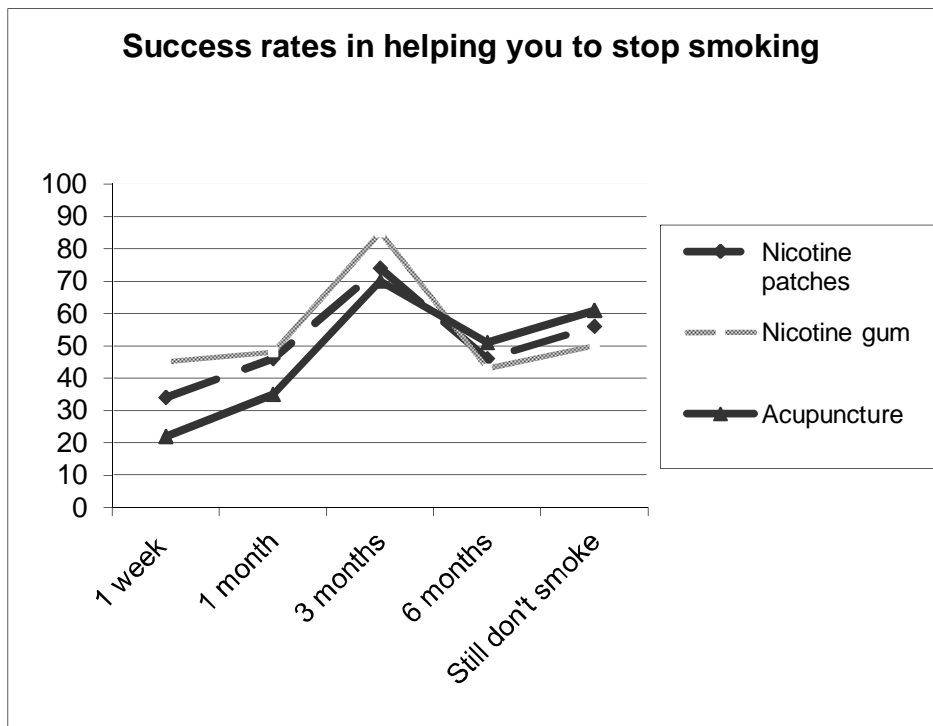
The following question appeared in the MRS Advanced Certificate exam in June 2008. The weighting guide which follows each question is designed to help you work out how much information you need to put in each question. In Question 5 the 2 questions are weighted $\frac{1}{3}$ and $\frac{2}{3}$. Therefore 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 Q5 Answer Guide.

Section 2

QUESTION 5

5. For the past year, a chain of pharmacies has been offering a range of support for people who wish to give up smoking. Among its services, it offers free nicotine patches, free nicotine gum and free acupuncture treatment. The company has recently conducted a survey among users of this service to find out which treatment has been most successful in helping them stop smoking.



- a) Identify the strengths and weaknesses of the graph in conveying information about the research findings, giving reasons for your suggestions.

(Weighting: one-third of total)

- b) The pharmacy chain would like to use these findings and others from the survey in marketing materials to promote the usefulness of nicotine patches, nicotine gum and acupuncture in helping people to stop smoking. What advice would you give to the company on the use of research findings in marketing material? Give reasons for the suggestions you make, with reference to the MRS Code of Conduct where appropriate.

(Weighting: two-thirds of total)