

Marketing survey

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Marketing Survey Q1: A new cancer drug was released on the market, 600 people out of 3,000 people died shortly after the drug was administered and the remaining were cured. How likely are you to take the drug. 1-9 is absolutely NOT. 10 is give me the drug.

Most likely, I would go for the likelihood of 10 supposing that the ratio of the number of deaths indicated is influenced by certain factors as taking the drug late or when the patient being treated may be at the critical or incurable stage. Such count representing twenty percent of the base may be thought to have been caused as well by incompatibilities established by the new cancer drug to the biological or physiological systems. Inappropriate drug intake or when dosages are not properly monitored may have also resulted to this figure so it remains safe to claim that it is alright to try the drug provided that prescriptions followed with regular checkups and consultation to a reliable specialist are held in cautious regard.

Q2: A new cancer drug was released on the market, 2,400 people out of 3000 died and the remaining 600 were cured shortly after the drug was administered. How likely are you to take the drug. 1-9 is absolutely Not. 10 is give the drug.

In this case, I would most probably be on the 1-9 scale and doubt many aspects of the newly released drug. Since 2,400 is quite an alarming poll out of 3,000 then people may be inclined to think of the drug's adverse effects besides issues on inefficiency and incompatibility. The remainder of those who recovered may have used the drug only up to a certain extent and might have had other means of medication. So, more extensive studies and

research must be taken into account in analyzing the properties of the cancer drug from this phase prior to further release.