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| Q1 | **Fill in the gaps** |
| The purpose of market research is to identify and understand customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In addition, it can be used to identify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the market and inform business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Market research can also help to reduce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which will help to ensure a business does not waste its time and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ producing a product that few customers will want to buy.  There are many different \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ available to a business. The choice that each business makes will be dependent on a number of factors, such as the budget or money the business has available to carry out the research and the specific type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it wishes to find out.  It is also important for a business to understand how reliable any market research data collected is, in terms of the number of people asked, or sample \_\_\_\_\_\_\_\_\_\_\_\_, whether these people are representative, or are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, of the other customers that the business targets and whether the data is \_\_\_\_\_\_\_\_\_\_\_\_\_ i.e. does it favour a particular viewpoint. | |
|  | ***Choose from****: typical; research; size; biased; information; decisions; gaps; needs; risk; money; methods* |

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| Q2 | | **Define it! Define each of these important key terms linked to market research** | | | |
|  | | **2.1** Primary research |  | | |
|  | | **2.2** Secondary research |  | | |
|  | | **2.3** Quantitative data |  | | |
|  | | **2.4** Qualitative data |  | | |
| Q3 | **Match it! Match the method of market research to its correct definition** | | | | |
|  | **3.1** Questionnaire | | |  | **a.** An in-depth discussion with a small group of people |
|  | **3.2** Survey | | | **b.** Information gathered and published by the Government |
|  | **3.3** Interviews | | | **c.** Information collected and published about a specific market e.g. ice cream market |
|  | **3.4** Focus group | | | **d.** Looking on-line at data or competitors information |
|  | **3.5** Internet | | |  | **e.** Speaking to people face-to-face to gather their views |
|  | **3.6** Government reports | | |  | **f.** Watching and recording how customers behave |
|  | **3.7** Market reports | | |  | **g.** A set of pre-written questions to ask consumers |
|  | **3.8** Observation | | |  | **h.** Asking people questions to find out information, views and opinions. These can be conducted on-line, face to face, via the telephone or by post |

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| Q4 | **Benefit or drawback? Identify whether each of the following statements is a benefit or drawback of primary or secondary research** | | | | |
|  |  | **Primary research** | | **Secondary research** | |
|  |  | **Benefit** | **Drawback** | **Benefit** | **Drawback** |
|  | **4.1** Information available can be out of date |  |  |  |  |
|  | **4.2** Information gathered will definitely be up to date |  |  |  |  |
|  | **4.3** Questionnaire responses could be unreliable if questions asked encourage people to give a particular (biased) answer |  |  |  |  |
|  | **4.4** Information can be collected which is exactly what is needed by the business |  |  |  |  |
|  | **4.5** Sources may be unknown and data may be unreliable |  |  |  |  |
|  | **4.6** Tends to be cheaper and quicker to gather |  |  |  |  |
|  | **4.7** If not enough people are asked the information collected may not represent a typical consumer’s view |  |  |  |  |
|  | **4.8** A lot of information which has been gathered on a large scale is already available to businesses |  |  |  |  |

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| Q5 | **Mini case study** |
|  | “Fit 4 life” is a small, independent gym that is currently struggling for customers. To help improve the situation and aid future decision-making, the business has recently conducted two pieces of market research.  **Market research number 1:** Primary research via a survey conducted within the gym - 100 customers were asked what they felt was the most important factor when choosing a gym. The answers are displayed in Table 1.  **Table 1**   |  |  | | --- | --- | | Good range of equipment | 15% | | Low Price | 40% | | Access to a swimming pool | 20% | | Cark parking facilities | 25% |   **Market research number 2:** Secondary research on competitor gyms, conducted via the internet. The results are shown in Graph 1.  **Graph 1** |
|  | **5.1** Complete the table by identifying two benefits and two drawbacks of each method of market research conducted by the gym   |  |  |  | | --- | --- | --- | |  | **Benefit** | **Drawback** | | **Surveys** | 1.  2. | 1.  2. | | **Internet** | 1.  2. | 1.  2. | |
|  | **5.2** Explain how “Fit 4 Life” could use social media to collect market research data |