Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.1.2 Market Research**

1. Write a definition for each of the following terms.

|  |  |
| --- | --- |
| Term | Definition |
| Market research |  |
| Primary research |  |
| Secondary research |  |
| Quantitative data |  |
| Qualitative data |  |
| Sampling |  |
| Product orientation |  |
| Market orientation |  |

1. Place each research method into the grid below.
   1. Observation of footfall past an empty shop
   2. Survey completed by existing customers
   3. Government population census
   4. Review of competitors’ blog
   5. Rankings given by participants of a focus group
   6. In-depth interviews with potential customers
   7. Results of a customer satisfaction survey published by a competitor
   8. Questionnaire of open questions to existing customers

|  |  |  |
| --- | --- | --- |
|  | Primary | Secondary |
| Quantitative |  |  |
| Qualitative |  |  |