3.2 Market research

Name: ______________ Class: __________ Date: ____________ **Total: 29 marks**

Objective

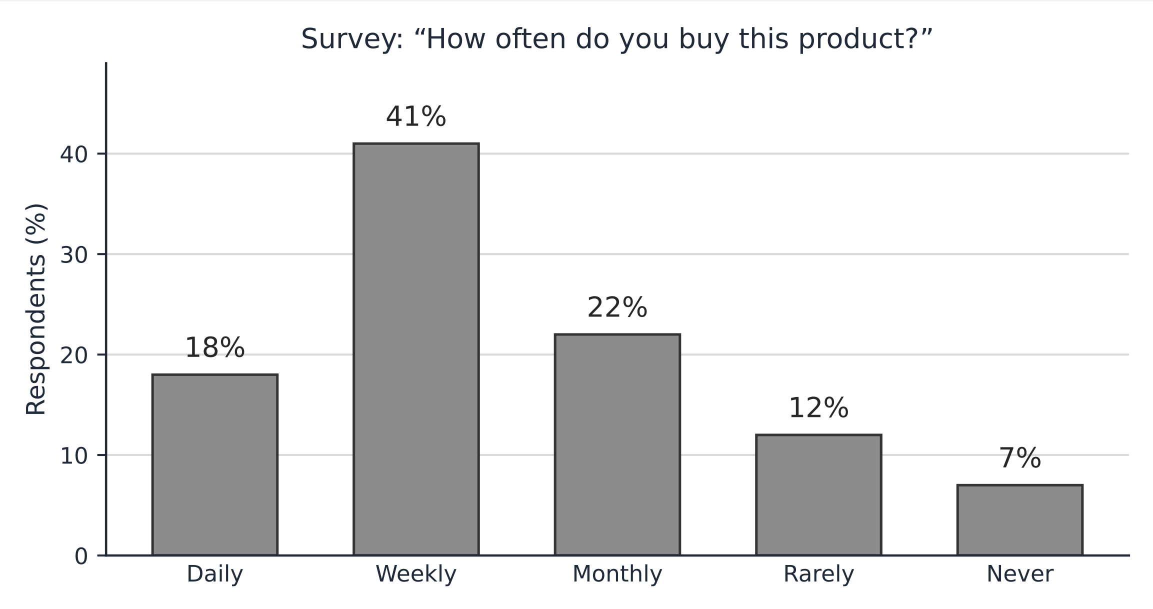
Build the skills to answer exam questions on **market research** 市场调研—**primary and secondary** 一手和二手 research, **quantitative and qualitative** 定量和定性 data, and **sampling** 抽样.

You must be able to:

- explain the difference between primary and secondary research
- explain quantitative versus qualitative data and the main sampling methods
- analyse and evaluate how a business should research a market

1 Worked examples

■ Research, data and sampling



A survey result: quantitative data guides the decision

- **Primary:** new data you collect (survey, interview) —fits your needs but costs more. **Secondary:** existing data (reports, sales records) —cheap and quick but may be old.
- **Quantitative** = numbers (easy to compare); **qualitative** = opinions and reasons

(deeper understanding).
- **Sampling:** random, quota, stratified —a larger, well-chosen sample lowers **bias** and raises reliability.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 Define the term *primary market research*. [2]

2.2 State two methods of **sampling**. [2]

2.3 State the difference between *quantitative* and *qualitative* data. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of using **primary** market research. [3]

3.2 Analyse two reasons why a business carries out market research before launching a product. [8]

3.3 A small business is launching a new product and must research its market. Evaluate whether it should use mainly primary or mainly secondary research. [12]

4 Go further

You are now ready for the real exam questions on this subtopic. Open the **3.2 Market research** past-paper sheet in the Library, or try these in **Practice mode**:

- 9609/13 N25 —Q5 (market research)
- 9609/22 N25 —Q1 (research, applied)
- 9609/23 N25 —Q2 (data and sampling)

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 new information a business collects itself for its own purpose, e.g. by survey, interview or observation (2 for a clear definition; 1 for a partial idea).

2.2 any two of: random sampling; quota sampling; stratified sampling (1 + 1).

2.3 quantitative data is facts in numbers that are easy to compare; qualitative data is opinions and reasons that give deeper understanding (2 for a clear difference; 1 for a partial idea).

3.1 *[3]* **AO1** 1 —name a benefit (fits the firm's exact needs; up to date; the firm owns the data). **AO2** up to 2 —develop it, e.g. a survey asks exactly what this firm needs to know → the findings match its product → better decisions and less risk (2 developed / 1 limited).

3.2 *[8]* For **each** of two reasons: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains —*lower risk*: research shows whether customers want the product → the firm avoids launching an unwanted product → less wasted cost. *Better mix*: research reveals the right price and features → the product matches demand → higher sales. Maximum 4 per reason, 8 total.

3.3 *[12]* **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. **Primary:** exact, current, owned —but costly and slow for a small firm. **Secondary:** cheap and fast to start —but may be old or not specific. Judgement: a small firm with little money often starts with secondary research to learn the market cheaply, then uses some primary research to check its exact idea —the best mix depends on its budget and time.