

## 3.2 Market research

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

Total: 29 marks

**KEY WORDS** sample 样本 • sampling 抽样 • market research 市场调研  
• secondary research 二手调研 • primary research 一手调研

### 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.

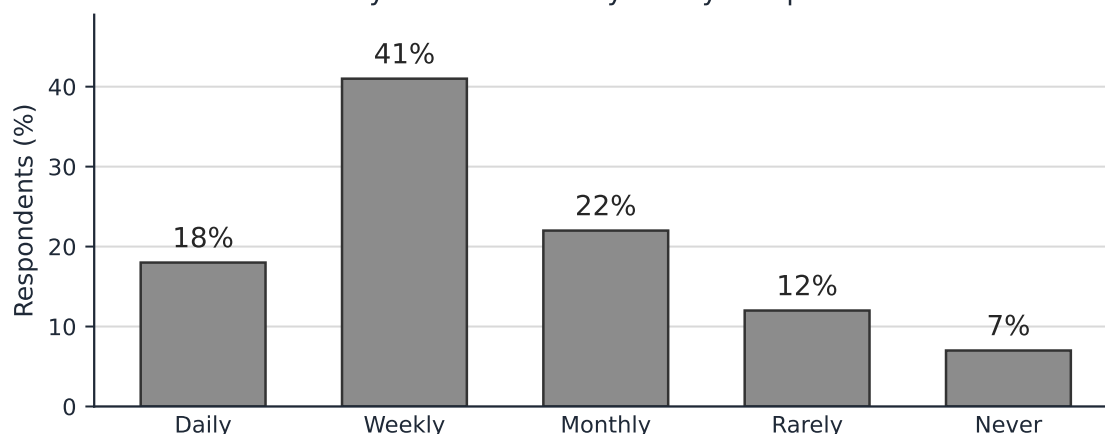
You must be able to:

- 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

Survey: "How often do you buy this product?"



primary research → quantitative data for decisions

*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

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

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

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

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## 3 Exam-style questions

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

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

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**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]

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