

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

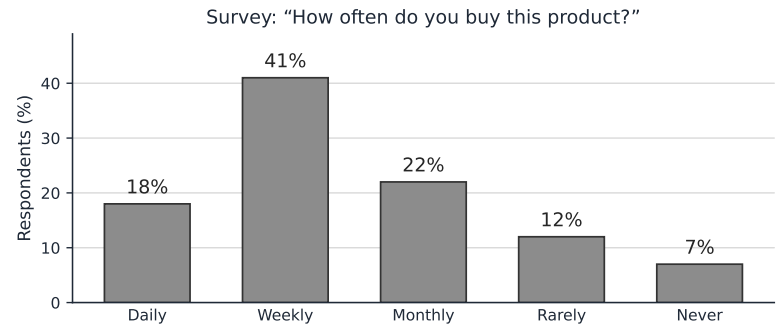
Build the skills to answer exam questions on **market research** 市场调研 — **primary and secondary** 一手和二手 research, **quantitative and qualitative** 定量和定性 data, and **sampling** 抽样.

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



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

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]
