

- 5** (a) Analyse **two** limitations for a business of sampling during market research. [8]
- (b) Evaluate the view that new product development is the most important activity for the success of a toy manufacturer. [12]

OR

- 1** (a) Define the term 'secondary research'. [2]
- (b) Explain **one** advantage to a business of data collected using primary research methods. [3]