Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- **primary research** is new information a business collects **directly for the first time** (K)

2.2

- any **two** of: questionnaires / interviews / surveys / observation (K, K)

2.3

- a sample that is too small or not typical gives **unreliable data**, so decisions may be wrong (K)

3.1

- any **two** of: government reports / websites / past sales records (K, K)

3.2

- for **each** of two reasons: K + An, max 3 each
- e.g. **lower risk**: shows whether customers want the product → less wasted money
- e.g. **better mix**: right price and features → the product matches demand

3.3

- **for secondary**: cheap and quick
- **against**: may be old or not specific; primary checks the real product
- **judgement (Ev)**: start with cheap secondary, then some primary to test the exact idea — it depends on budget