

3.2 Market research

Name: _____ Class: _____ Date: _____ **Total: 20 marks**

KEY WORDS market research 市场调研 • data 数据 • primary research 一手调研
• secondary research 二手调研 • questionnaires 问卷

Objective

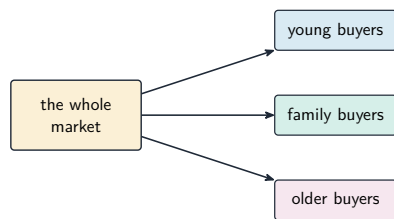
Build the skills to answer exam questions on **market research** 市场调研 — **primary and secondary** 一手与二手 research, **sampling** 抽样, and using research data.

You must be able to:

- distinguish primary from secondary research
- explain why a sample must be chosen with care
- read and use research data to support a decision

1 Worked examples

■ Researching the market



split into segments (here, by age)

Market research collects information to make better decisions

- **Primary (field) research** 一手调研: new data you collect (questionnaires, interviews) — fits the need but costly.
- **Secondary (desk) research** 二手调研: existing data (reports, sales records) — cheap and quick but may be old.
- **Sampling** 抽样: ask a small, typical group; a poor sample gives unreliable **data** 数据.
- Results are shown in tables and charts — read them to support a decision.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

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

2.2 Identify two methods of primary research. [2]

2.3 State why a sample must be chosen carefully. [2]

3 Exam-style questions

3.1 Identify two sources of secondary research. [2]

3.2 Explain two reasons why a business carries out market research before launching a product. [6]

3.3 A small business has little money. Do you think it should use mainly secondary research rather than primary research? Justify your answer. [6]
