

3 Marketing and research – Part 1

—Answers

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Work through these after trying the questions yourself.

3.1 To find out what customers want, and about the market.

3.2 Primary research collects new data; secondary research uses data that already exists.

3.3 A survey, a questionnaire, an interview, or observation.

3.4 Product, Price, Place, Promotion.

3.5 Promotion.

3.6 Product: decide the flavour and packaging. **Price:** decide how much to charge.

Place: decide where to sell it (e.g. which shops). **Promotion:** decide how to advertise it (e.g. TV or social media).