Market Research

1. Using the following words completed the gap 6 Marks

Primary Research	New Information	Expensive
Relevant	Questionnaire	Secondary research

Field research is also known as _____. It is useful finding out _____a popular method is to use a questionnaire _____. A benefit of using field research is that the information collected is directly _____ to the needs of the business. A disadvantage is that the information can be very _____ to collect. Desk research is also known as _____

2. List the advantages and disadvantages of primary research. 6 Marks

Advantages	Disadvantages

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3. List the advantages and disadvantages of secondary research. 6 Marks

Advantages	Disadvantages

4. Explain the difference between qualitative and quantitative data. 4 Marks