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

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<th>Advantages</th>
<th>Disadvantages</th>
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3. List the advantages and disadvantages of secondary research. 6 Marks

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

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   ____________________________
   ____________________________
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