

42 out of 60 said yes. So what? Market research

AS Level 3.2 Market research

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Running case: Saffra Foods, Pune · 60 minutes

How this topic is examined

Paper 1 • Business concepts • 40 marks

Define the term random sampling [2]

Explain two benefits of quota sampling [3]

Analyse why a business might invest in research [5]

Essay: Analyse [8] • Evaluate the usefulness of... [12]

Paper 2 • Business decision-making • 60 marks

Explain the term qualitative data [3]

Calculate from a chart: number of respondents [3]

Analyse two reasons the data may not be reliable [8]

Evaluate the limitations of the sampling... [12]

Typical questions on this topic

Define the term market research. [2]

Explain one limitation of the sampling used by [owner]. [3]

Analyse two primary research methods [business] could use. [8]

Analyse two sources of secondary information [business] could use. [8]

Evaluate the usefulness of secondary research to a business launching... [12]

By the end of this lecture you can...

- 1 Explain the purposes of market research: market features and customer profiles.
- 2 Compare primary and secondary research and judge their usefulness.
- 3 Explain why businesses sample, the main methods and their limits.
- 4 Distinguish quantitative and qualitative data.
- 5 Judge the reliability of research data.
- 6 Interpret tables and charts and evaluate what the data can support.

END OF PREVIEW

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