**Topic 3.2 Product Trial and Repurchase: Starter Activity**



1. Write down a definition of the following key terms:

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| **Key Term:** | **Definition:** |
| **Sample** |  |
| **Survey** |  |
| **Market Segment** |  |
| **Qualitative Data** |  |
| **Quantitative Data** |  |
| **Respondents** |  |
| **Marketing** |  |
| **Market Research** |  |
| **Primary Data** |  |
| **Secondary Data** |  |