1. Define the following terms that are related to Market Research:

|  |  |
| --- | --- |
| Primary research |  |
| Secondary research |  |
| Focus group |  |
| Quantitative data |  |
| Qualitative data |  |

2. Complete the table which looks at the advantages and disadvantages of Primary Market Research.

|  |  |  |  |
| --- | --- | --- | --- |
| Primary | Explanation | Advantage | Disadvantage |
| Survey |  |  |  |
| Questionnaire |  |  |  |
| Focus group |  |  |  |
| Observation |  |  |  |

3. If a company were to purchase a Market Analysis report from Research Now what type of market research would this be categorised as?

Research Now

Research Now is a large US Market Research company that gathers data and information from millions of consumers around the world. Their website ([www.researchnow.com](http://www.researchnow.com)) claims that they gather data from 8 million “deeply profiled” consumers. This is achieved by using platforms such as [www.ereward.com](http://www.ereward.com)where customers complete surveys in return for loyalty points that can be spent on leading brands.

“Research Now” therefore claim that they have a large enough database to produce reports that provide market information to meet the needs of any company.

4. What are the advantages and disadvantages of this type of report?