**A business is either P\_ \_ \_ \_ \_ \_-orientated or M\_ \_ \_ \_ \_- orientated. This will determine whether a business conducts extensive M\_ \_ \_ \_ \_ R \_ \_ \_ \_ \_ \_ \_ or whether they focus on the p\_ \_ \_ \_ \_ \_ itself.**

Example of closed question:

Interviewer is able to e\_ \_ \_ \_ \_ \_ questions that are not understood.
BUT
Interviewer could lead the i\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ to answer In a certain way

How can a business use market research to guide its marketing mix?

G

T

C

Presenting Data

Writing Questions:
Ask no more than \_ \_
Keep questions s\_ \_ \_ \_ and c\_ \_ \_ \_
Avoid \_ \_ \_ \_ e\_ \_ \_ \_ questions.

How to design a questionnaire

Detailed i\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ about customers o\_ \_ \_ \_ \_ \_ \_
BUT
They are t\_ \_ \_ c\_ \_ \_ \_ \_ \_ \_ \_ and b\_ \_ \_ \_ \_ if some people are influenced by others.

Advantage:

Disadvantage:

Detailed Q\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ information can be gathered.
BUT
Can take \_ \_ \_ \_ and m\_ \_ \_ \_

Quan

Qual

Types of information

N

I\_ \_ \_ \_ \_ \_ \_

C\_ \_ \_ \_ \_ \_ \_ service and f\_ \_ \_ \_ \_ \_ departments

S\_ \_ \_ \_ department records, pricing data, sales reports

Opinions of public relations personnel

S\_ \_ \_ \_ \_ \_ \_ \_

Internal

External

O\_ \_ \_ \_ \_ \_ \_ \_ \_ \_

Q\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

\_ \_ \_ \_ \_ \_ \_ \_ \_ \_

\_ \_ \_ \_ \_ \_ \_ \_ \_

P\_ \_ \_ \_ \_ \_

Why is market research important?

Definition:

Definition:

Definition: