3.2 Market research

Name: ____________ Class: ________ Date: __________ **Total: 29 marks**

KEY WORDS sample 样本 • sampling 抽样 • market research 市场调研 • secondary research 二手调研 • primary research 一手调研

Objective

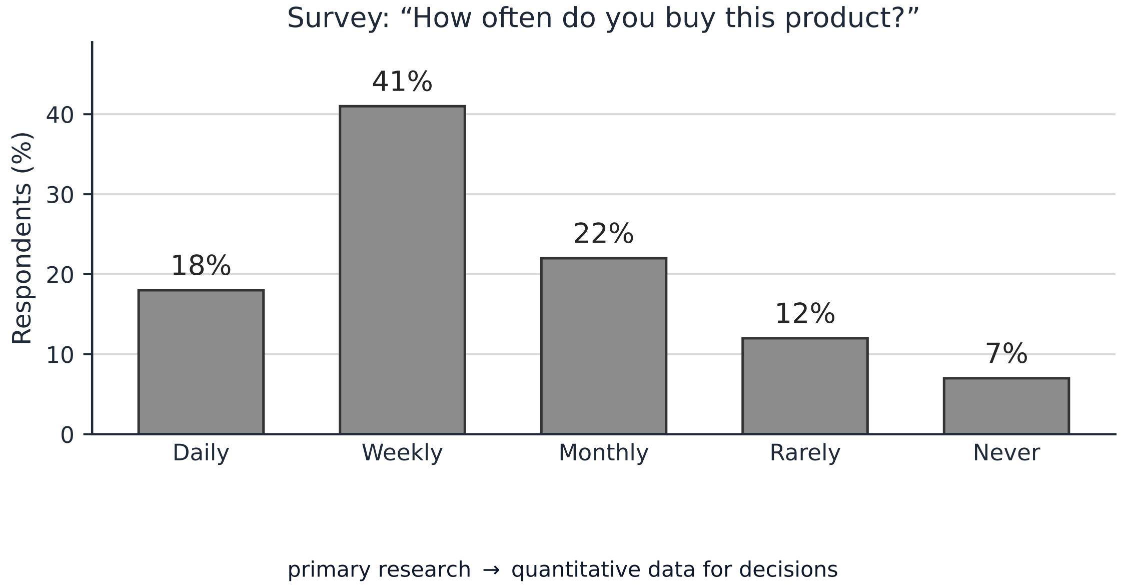
Build the skills to answer exam questions on **market research** 市场调研 — **primary and secondary** 一手和二手 research, **quantitative and qualitative** 定量和定性 data, and **sampling** 抽样.

You must be able to:

- explain the difference between primary and secondary research
- explain quantitative versus qualitative data and the main sampling methods
- analyse and evaluate how a business should research a market

1 Worked examples

Research, data and sampling



A survey result: quantitative data guides the decision

- **Primary:** new data you collect (survey, interview) — fits your needs but costs more. **Secondary:** existing data (reports, sales records) — cheap and quick but may be old.

- **Quantitative** = numbers (easy to compare); **qualitative** = opinions and reasons (deeper understanding).
- **Sampling:** random, quota, stratified — a larger, well-chosen sample lowers **bias** and raises reliability.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

2 Practice

2.1 Define the term *primary market research.* [2]

2.2 State two methods of **sampling**. [2]

2.3 State the difference between *quantitative* and *qualitative* data. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of using **primary** market research. [3]

3.2 Analyse two reasons why a business carries out market research before launching a product. [8]

3.3 A small business is launching a new product and must research its market. Evaluate whether it should use mainly primary or mainly secondary research. [12]

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 new information a business collects itself for its own purpose, e.g. by survey, interview or observation (2 for a clear definition; 1 for a partial idea).

2.2 any two of: random sampling; quota sampling; stratified sampling (1 + 1).

2.3 quantitative data is facts in numbers that are easy to compare; qualitative data is opinions and reasons that give deeper understanding (2 for a clear difference; 1 for a partial idea).

3.1 *[3]* **AO1** 1 — name a benefit (fits the firm's exact needs; up to date; the firm owns the data). **AO2** up to 2 — develop it, e.g. a survey asks exactly what this firm needs to know → the findings match its product → better decisions and less risk (2 developed / 1 limited).

3.2 *[8]* For **each** of two reasons: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains — *lower risk*: research shows whether customers want the product → the firm avoids launching an unwanted product → less wasted cost. *Better mix*: research reveals the right price and features → the product matches demand → higher sales. Maximum 4 per reason, 8 total.

3.3 *[12]* **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. **Primary:** exact, current, owned — but costly and slow for a small firm. **Secondary:** cheap and fast to start — but may be old or not specific. Judgement: a small firm with little money often starts with secondary research to learn the market cheaply, then uses some primary research to check its exact idea — the best mix depends on its budget and time.