Revision – Market Research and Product

**Identify** the TWO TYPES of market research (2)

Remember – Identify questions are the ONLY questions you are allowed to have one worded answers for

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| 1. |
| 2. |

**Describe** one TYPE of market research (2)

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Remember with a DESCRIBE question you have to write sentences about the FEATURES of the subject. E.g if you were to describe an apple you could say “An apple is a fruit. An apple can be round (1) Apples tend to be either green or red (1).”

**Describe** features of the product life cycle (4)

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**Discuss** the use of a car (3) (teacher led in video)

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| One advantage of using a car is that you are able to get to places faster. |
| (LINKING SENTENCE) Another advantage may be… |
| …that you have more job opportunites as you can travel further. |
| HOWEVER one disadvantage may be… |
| ..that it is expensive to keep up since you have to buy petrol an insurance. |

Now let’s try our own…

Discuss the use of BRANDING for a company (3)

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Below are the learning intentions from the last couple of lessons. Reflect on what you understand.

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| Learning Intention | Understanding |
| I can identify two TYPES of market research | ☺ 😐 ☹ |
| I can describe different METHODS of market research | ☺ 😐 ☹ |
| I can describe market segmentation and discuss its use | ☺ 😐 ☹ |
| I can describe the product life cycle | ☺ 😐 ☹ |
| I can discuss the effects of branding to an organisation | ☺ 😐 ☹ |