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The Marketing Research Process The five steps that a business follows when ... headlines, subheadings, and key concepts. Marketing Essentials Chapter 29, Section 29.2 . A questionnaire has validity X when the questions ... choose answers from a questionnaire.

### **Section 29.1 The Marketing Research Process Section 29.2 ...**

Marketing research and data is vital to the marketing process such as helping to generate ideas to develop products, identifying target audiences, getting consumer feedback on products and services, and database information obtained from buying transactions at the retail sales level.

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353 CHAPTER-BY-CHAPTER ANSWER KEY CHAPTER 1 ANSWERS FOR THE MULTIPLE CHOICE QUESTIONS 1. b The sociological perspective is an approach to understanding human behavior by placing it within its broader social context. (4) 2. d Sociologists consider occupation, income, education, gender, age, and race as dimensions of social location.(4)

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