

Checklist

What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
 - market research
 - primary research
 - secondary research
 - qualitative research
 - quantitative research
 - sampling
- examine why and how organisations carry out market research (AO3)
- explain the following methods/techniques of primary market research: (AO2)
 - surveys
 - interviews
 - focus groups
 - observations
- explain the following methods/techniques of secondary market research: (AO2)
 - market analyses
 - academic journals
 - government publications
 - media articles
 - online content
- explain the difference between qualitative and quantitative research (AO2)
- explain the following methods of sampling: (AO2)
 - quota sampling
 - random sampling
 - convenience sampling
- apply descriptive statistics tools in a given context (AO4)

