

## 4.4 Market research

# 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)

