1.4 Market Research Methods: Primary, Secondary and Sampling Techniques: 10-minute Pack

AQA 7132 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show working for every calculation. Short answers should be brief sentences. The Riverside Snacks customer survey, used in several questions, is fictional.

1 Which one of the following best describes secondary research used in market research for a small retailer?

- ☐ A) Interviews with customers in the shop
- ☐ B) Internal sales records used to spot trends
- ☐ C) Observations of customer behaviour at the shop entrance
- ☐ D) A new focus group organised by the retailer

(Total for Question 1 is 1 mark)

2 State two sampling methods a business could use when surveying customers, naming the methods.

(Total for Question 2 is 2 marks)

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3 State two practical limitations Riverside Snacks might face when running face-to-face interviews in store as a primary research method.

(Total for Question 3 is 2 marks)

4 Explain one advantage to a small cafe of using primary research rather than only secondary research when testing a new sandwich.

(Total for Question 4 is 3 marks)

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Mark scheme · 1.4 Market Research Methods: Primary, Secondary and Sampling Techniques: 10-minute Pack

Question 1

B cao	**B1**

Answer: B

Question 2

random sampling	**B1**
quota sampling, stratified sampling, or cluster sampling (any one other named method)	**B1**

Answer: Any two named methods, e.g. random sampling and quota sampling.

Question 3

it can be time consuming to interview many customers	**B1**
it can be costly if staff time is required or customers need incentives	**B1**

Answer: Any two, e.g. interviews are time consuming; they can be costly in staff time or incentives.

Question 4

identifies an advantage, e.g. specific feedback about the sandwich from the cafe's customers	**B1**
develops the point, e.g. this information is directly relevant to the cafe's location and customer base	**B1**
links to an outcome, e.g. meaning the cafe can refine the recipe or pricing to match customer preferences and reduce risk of failure	**B1**

Answer: Primary research gives specific feedback from the cafe's own customers, which is directly relevant to its location and customer base, so the cafe can refine recipe and pricing to reduce the risk of the new sandwich failing.

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