1.4 Market Research Methods: Primary, Secondary and Sampling Techniques: Test Pack

AQA 7132 · Calculator allowed · about 15 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 is an example of PRIMARY market research conducted by a business?

- ☐ A) A published industry report on fast food trends
- ☐ B) Sales data from the last financial year
- ☐ C) A customer questionnaire run by the business
- ☐ D) An online article comparing cafe prices

(Total for Question 1 is 1 mark)

2 State two weaknesses of using quota sampling for a convenience store gathering customer opinions.

(Total for Question 2 is 2 marks)

3 Explain one strength of stratified sampling for Riverside Snacks when the business wants results representative of customer types.

(Total for Question 3 is 3 marks)

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4 Riverside Snacks surveyed 250 customers over a week. The survey asked whether customers preferred hot snacks, cold snacks, or drinks as their main purchase. Results: 110 preferred hot snacks, 75 preferred cold snacks, 65 preferred drinks. Using these survey figures, calculate the percentage of customers who preferred hot snacks. Show your working.

(Total for Question 4 is 2 marks)

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5 Explain the difference between qualitative and quantitative market research, using one example of each that a small retail shop might use.

(Total for Question 5 is 3 marks)

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Mark scheme · 1.4 Market Research Methods: Primary, Secondary and Sampling Techniques: Test Pack

Question 1

C cao	**B1**

Answer: C

Question 2

it can be biased because interviewers choose respondents within quotas	**B1**
it may not be representative of the wider population outside the store's customer base	**B1**

Answer: Answers include interviewer bias in selecting respondents within quotas; sample may not be representative of the wider population.

Question 3

identifies a strength, e.g. produces a sample representative of key subgroups	**B1**
develops the point, e.g. each subgroup is sampled proportionally so small but important groups are not missed	**B1**
links to outcome, e.g. improving accuracy of findings for different customer types and helping the cafe make targeted decisions	**B1**

Answer: Stratified sampling produces a sample representative of key customer subgroups because each subgroup is sampled proportionally, so small but important groups are not missed. This improves accuracy of findings for different customer types and helps the cafe make targeted decisions.

Question 4

110 / 250 x 100 or equivalent method shown	**M1**
44% cao	**A1**

Answer: 44%.

Question 5

definition of qualitative research, e.g. descriptive, non-numeric data	**B1**
definition of quantitative research, e.g. numeric data that can be measured	**B1**
example of each, e.g. qualitative: customer interviews; quantitative: a numerical sales survey or rating scale	**B1**

Answer: Qualitative research collects descriptive non-numeric data, for example customer interviews about why they like a product. Quantitative research collects numeric data that can be measured, for example a sales survey asking customers to rate items 1 to 5 or counting units sold.

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