2.1 Market research and segmentation: 10-minute Pack

AQA 8132 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for every calculation: method marks are available even if your final answer is wrong. Kestrel Trail Co, used throughout this pack, is a fictional business.

1 Which one of the following best describes the purpose of market research?

- ☐ A) To find out about customer needs and wants, and about the market a business operates in
- ☐ B) To calculate a business's break-even point
- ☐ C) To recruit and train new employees
- ☐ D) To record a business's day-to-day cash transactions

(Total for Question 1 is 1 mark)

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2 A business asks its own staff to interview shoppers outside its store this week. Which type of research is this?

- ☐ A) Primary research
- ☐ B) Secondary research
- ☐ C) Desk research only
- ☐ D) Quota research

(Total for Question 2 is 1 mark)

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3 State two examples of primary market research methods.

(Total for Question 3 is 2 marks)

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4 State two examples of secondary market research sources.

(Total for Question 4 is 2 marks)

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5 Kestrel Trail Co, a fictional trail-running shoe maker, wants a sample that is fair and inexpensive to collect, and is willing to accept it will not be fully representative of every runner in the country.
Identify which type of sample this describes and explain how it is selected.

(Total for Question 5 is 2 marks)

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Mark scheme · 2.1 Market research and segmentation: 10-minute Pack

Question 1

A cao **B1**

Answer: A

Question 2

A cao **B1**

Answer: A

Question 3

any one primary method, e.g. survey/questionnaire **B1**

any second distinct primary method, e.g. focus group, interview, observation, product trial **B1**

Answer: Any two, e.g. survey/questionnaire and focus group.

Question 4

any one secondary source, e.g. government statistics **B1**

any second distinct secondary source, e.g. trade publications, competitor websites, existing market reports, the business's own past sales data **B1**

Answer: Any two, e.g. government statistics and existing market reports.

Question 5

quota sample identified **B1**

explanation that a quota sample selects people to match set proportions of a population (e.g. by club, age or region) rather than sampling entirely at random, keeping it quicker and cheaper **B1**

Answer: A quota sample: it selects people to match set proportions of the population rather than sampling entirely at random, so it is quicker and cheaper but less representative than a full random sample.

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