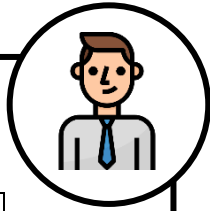


Enterprise & Marketing Assignment 2



1. Explain what Market Research is.

2. What is the difference between Primary and Secondary methods of Market Research?

3. List **two** methods of Primary Research and state the advantage(s) and disadvantage(s) of each method.

4. List **two** methods of Secondary Research and state the advantage(s) and disadvantage(s) of each method.

5. Why is Market Research important for a business?

6. Research two real business failures; why did these businesses fail? What research could they have done to succeed?

7. EXAM PRACTICE: Sam's Doughnuts operates from a stand in a large Shopping Mall. Their sales have been falling and Sam has been told it's because his menu hasn't been updated since the business opened three years ago.

Sam has decided to launch a new range of doughnuts but wants to find out which flavours and doughnut styles would be most popular with his customers. He has two options for his Market Research; carrying out a questionnaire within the shopping centre or using the Internet to research what his competitors are selling.

Recommend which method of Market Research Sam should use. Justify your answer.

[8]