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| Market Research (Pre-Survey) |

**1. Pre-Survey**

Complete this survey. Your identity will not be revealed in the survey results. Your participation is entirely voluntary, and you may withdraw from participation any time.

**\*1. What is the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services?**

a. Market research

b. Market strategy

c. Market approach

d. Market plan

e. Don't know

**\*2. The market research process has how many steps?**

a. 1

b. 3

c. 5

d. 7

e. Don't know

**\*3. Market research comes in two types. What are they?**

a. Primary and true

b. Secondary and true

c. Primary and secondary

d. Don’t know

**\*4. Which type of research is usually more expensive?**

a. Primary

b. Secondary

c. Don’t know

**\*5. Which type of market research takes longer to gather?**

a. Primary

b. Secondary

c. Don’t know

**\*6. Gathering data from local magazines and newspapers is an example of which type of research?**

a. Primary

b. Secondary

c. Don’t know

**\*7. Information that already exists is what type of research?**

a. Primary

b. Secondary

c. Don’t know

**\*8. Questions are of two types: open-ended and closed-ended. Which type is this survey?**

a. Open-ended

b. Closed-ended

c. Don’t know

**\*9. What percentage of gross sales should you consider spending on market research for an existing business?**

a. 2%

b. 4%

c. 6%

d. 8%

e. Don’t know

**\*10. If you’re thinking about developing a new product, what percentage of gross sales should you consider spending on market research?**

a. 2%

b. 4%

c. 8%

d. 10%

e. Don’t know

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