

TOPICS

Market research – possible questions

1. What do you understand by the term *market research*?
2. Explain why a business might carry out market research?
3. What is the difference between primary and secondary research?
4. Give two examples for primary research and explain the advantages
5. List two examples of secondary research when planning a new sports center.
6. What has to be taken into account when drawing up a questionnaire?
7. Why might the information collected from market research be incorrect?

Advertising, sales promotion and public relation – possible questions

1. Why is promotion an important part of the marketing mix?
2. What does AIDA mean?
3. Name four different types of advertising media.
4. What two types might be used for the launch of a new fruit drink, and why?
5. Why is it important to consider the costs of advertising?
6. How can the success of advertising be measured?
7. Companies use sales promotion and public relation. Explain the difference and give examples.
8. What is product placement all about?