



## 3.2 Market Research

### What are the two types of business orientation?

1. Market-oriented firms
2. Product-oriented firms

### What are the two ways of market research?

1. Primary Research
2. Secondary Research

### What are the different market research approach and methods?

1. **Primary Research**
  - a. Face-to-face
  - b. Telephone and online survey
  - c. Mail
  - d. Focus groups
  - e. Observation
2. **Secondary Research** (information source)
  - a. Published report
  - b. Public data/information/statistics
  - c. Newspapers, magazine and journal
  - d. Trade association
  - e. Competitor's market research

### What are the two main forms of market research data?

1. Quantitative
2. Qualitative

### What could cause inaccuracy in market research results?

1. Sampling bias
2. Questionnaire bias
3. Response bias

### What are the methods of presenting market research data?

1. Tables
2. Charts and graph
3. Bar Charts
4. Line chart
5. Pie Chart

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