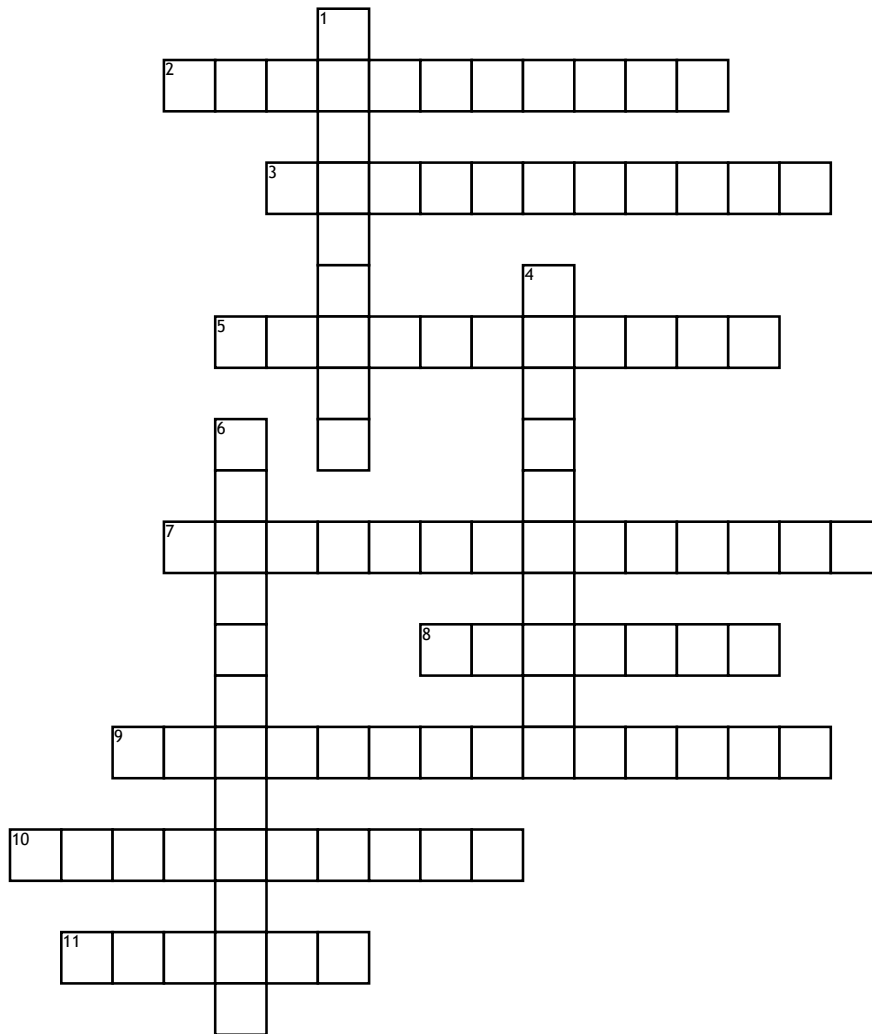


Name: _____

Market Research



Across

- 2. Customers behavior
- 3. Groups of people carry out market research
- 5. Uses numbers
- 7. The process of gathering and analyzing data
- 8. More precise method of market research

Word Bank

- | | | | |
|-----------------|--------------|-------------|-----------------|
| Secondary | Quantitative | Observation | Face-to-face |
| Data collection | Qualitative | Survey | Market Research |
| Sample size | Focus groups | Primary | |

9. Gathering information

10. Most common type of primary research

11. A series of questions asked

Down

1. Easier method of market research

4. The number of people questioned

6. Uses words and descriptions