
2.7

Using Skills for a Business

Market Research

Past Exam Questions and Answers

NOTE - Very Important

It is very important when answering exams question that you use the following steps -

1. That you know the information for the learning outcome
2. That you understand the information form the learning outcome
3. That you can apply the information form the learning outcome to the question
4. Be able to give at least two full sentences for your answer (Fill up the space)

Questions are changing from rote learning to applying the knowledge to the question

QUESTIONS

2019 - Sample - Question 12

(b) Use a tick (✓) to identify whether each of the following is an example of field research or desk research

	Field Research	Desk Research
Websites		
Conducting Interviews		

2019 - Sample - Question 18

The pure confectionary company has conducted market research for its new protein bar

(a) (i) Explain why the Pure Confectionary Company would conduct market research

(ii) Explain the term Target Market

(iii) Identify a suitable market for a protein bar

SUGGESTED SOLUTIONS

2019 - Sample - Question 12

- (b) Use a tick (✓) to identify whether each of the following is an example of field research or desk research

	Field Research	Desk Research
Websites	✓	
Conducting Interviews		✓

2019 - Sample - Question 18

The pure confectionary company has conducted market research for its new protein bar

- (a) (i) Explain why the Pure Confectionary Company would conduct market research

To identify the market - This will help the business to identify if there is a market for their
product this will help them to save time and money if there is not a market. Questionnaire
(Field research) can be used to identify the needs, target market, price to charge the
Product at. Websites (desk research)can be used to check out the competition that is
In the market

- (ii) Explain the term Target Market

A target market refers to a specific group of people who a company or business aims to sell
its products or services to. These are the people who are most likely to be interested in what
the company is offering and are more likely to buy from them. This will result in a product
Or service being developed to mee the needs of the target market and to set a price that
They will be able to afford considering their incomes and the cost of production

- (iii) Identify a suitable market for a protein bar

The health conscious person who is looking for and healthier snack. For example a sports
person