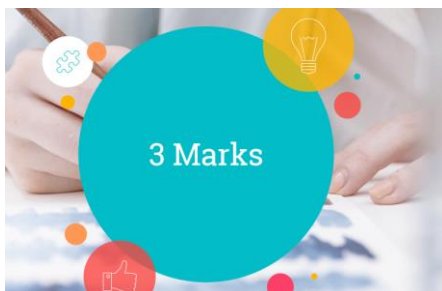


Exam Practice

1. Explain one benefit to a company of using market research (3m)
2. Discuss the advantages of using primary research. (6m)
3. Discuss the benefits to a business of using qualitative research to design a marketing campaign. (6m)
4. Define the term market segmentation (1m)
5. Explain one benefit for a business of using a market map (3m)

Follow your guidelines if you do it wrong you will re write the answer – DO NOT TALK EXAM CONDITIONS

Exam structure to remember:



Make your point

E.g. One benefit is that... or
E.g. One drawback is that...

Explain your point

E.g. this could lead to...
E.g. as a result of this...

Explain some more!

E.g. which could then lead to...
E.g. therefore resulting in...



Discuss 6 marks

1. Make your point
2. Explain it!
3. Explain some more!
4. Explain it again!

x 2

or

1. **Make your point**
2. Explain it!
3. Explain some more!
4. Explain it again!
5. **EXPLAIN IT AGAIN**
6. Could lead to.....!