Lesson 54: Using Marketing Research
Name: _____ Quiz Score: _____

Directions: Use the textbook Chapter 5-3 (pages 136-143) to define the following terms.

Marketing Research (p 136)	
Secondary Data (p 137)	
Primary Data (p 138)	
Population (p 138)	
Sample (p 138)	
Random Sampling (p 138)	

Directions: Use the textbook Chapter 5-3 (pages 136-143) to answer the following questions.

1.) Describe how to define and develop an understanding of a problem as the first steps towards solving it. (Pages 136-137)

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2.) Identify the steps needed to gather and study data relevant to a problem. (Pages 138-139)

3.) Explain how to prepare reports and present proposed solutions. (Pages 140-143)