

Lesson 55: Collecting Primary Data

Name: \_\_\_\_\_

Quiz Grade: \_\_\_\_\_

**Directions:** Use the textbook Chapter 5-4 (pages 144-149) to define the following terms.

Survey (p144)	
Closed Ended Questions (p 144)	
Open Ended Questions (p144)	
Focus Group (p145)	
Observation (p146)	
Experiments (p147)	
Test Markets (p148)	
Simulations (p148)	

**Directions:** Use the textbook Chapter 5-4 (pages 144-149) to answer the following questions.

1.) Describe the purpose of marketing surveys. (pages 144-145)

---

---

---

---

---

---

---

---

---

---

