

Chapter 29 Conducting Marketing Research

Section 29.1 Marketing Research

Review Key Concepts

1. Answers may include any four of the following: a business's marketing information system, Internet resources, government sources, specialized research companies, business publications, and trade organizations.
2. The three methods of collecting primary data are the survey method, the observation method, and the experimental method.
3. The survey method gathers information through surveys or questionnaires. The observation method collects data by observing people.

Practice Academics

Science

4. Answers are dependent on information specific to your county. Students should identify the number of employees in your county and the annual payroll for your county, find the total estimated employment by size of business and industry that employs the most people, and make a pie chart or bar graph of the data that they find.

Mathematics

5. The answer is 5,115 ($6,820 \times .75$).