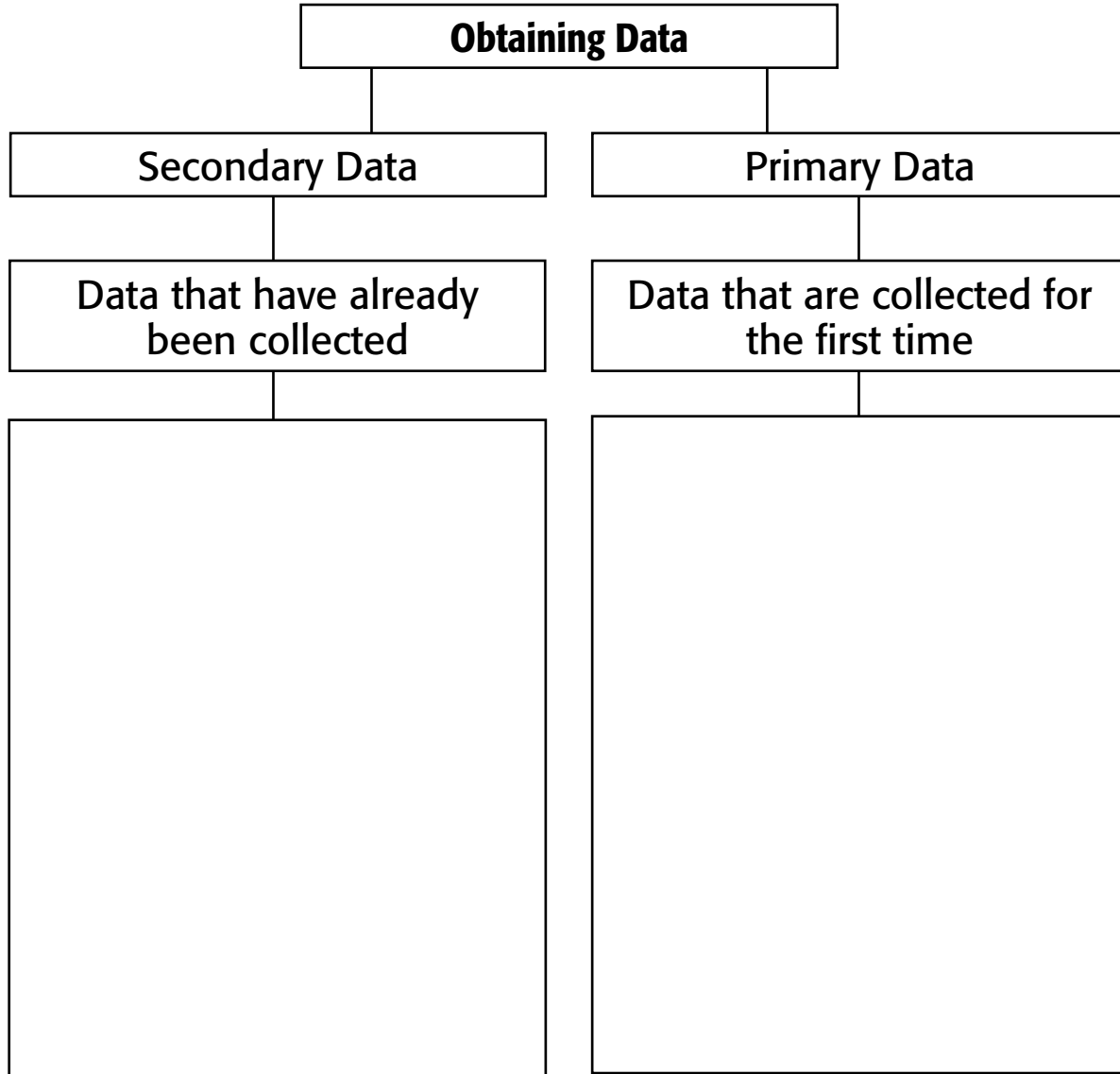


Chapter 29 Conducting Marketing Research

Obtaining Data

Directions Use this graphic organizer to illustrate two sources of data.



Chapter 29 Conducting Marketing Research

Secondary Data

Directions Use this graphic organizer to list the advantages and disadvantages of secondary data.

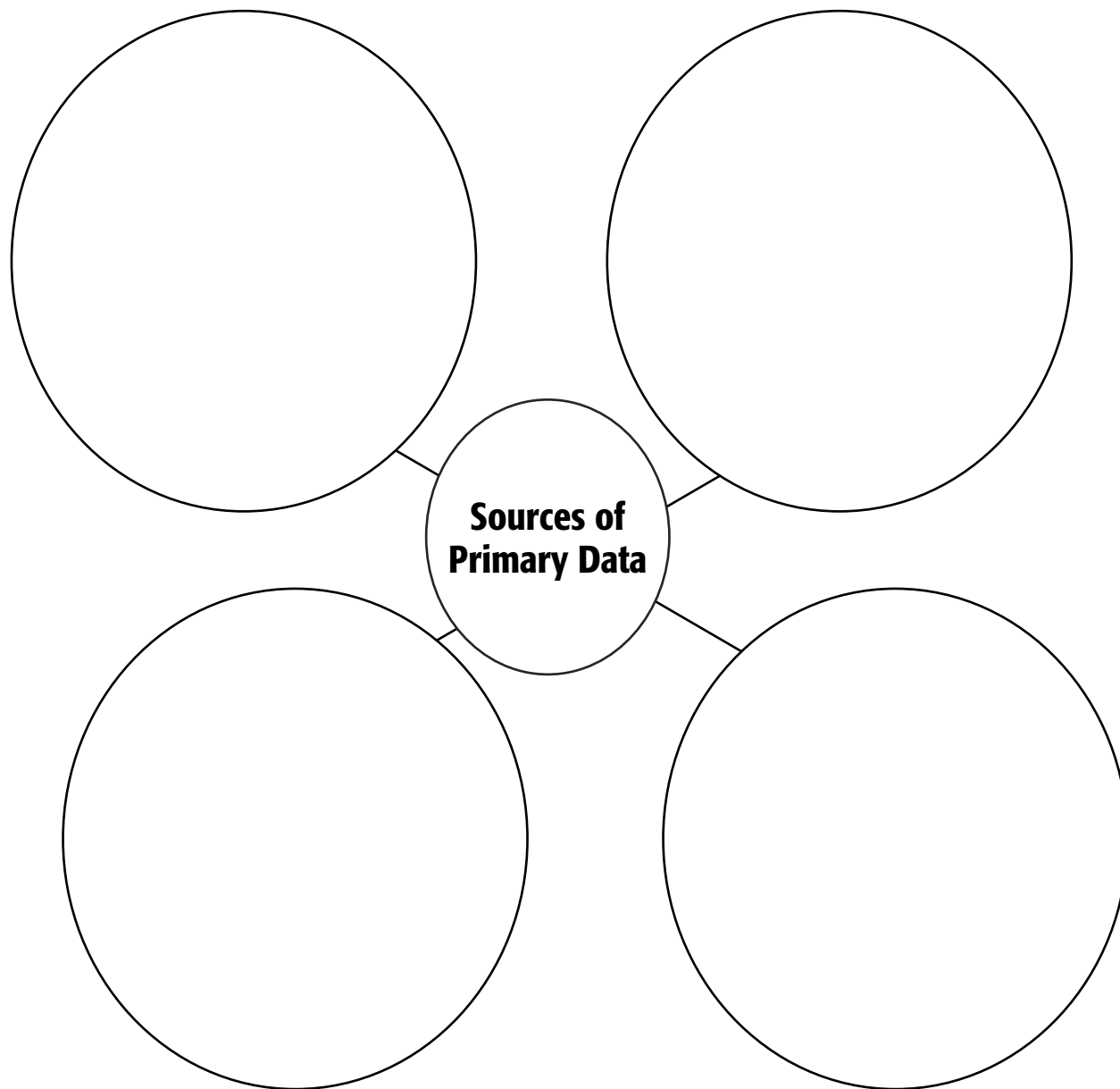
Secondary Data

| Advantages | Disadvantages |
|------------|---------------|
| | |

Chapter 29 Conducting Marketing Research

Primary Data

Directions Use this graphic organizer to evaluate sources of primary data.



Chapter 29 Conducting Marketing Research

Steps in the Marketing Research Process

Directions Use this graphic organizer to detail the five steps of the marketing research process.

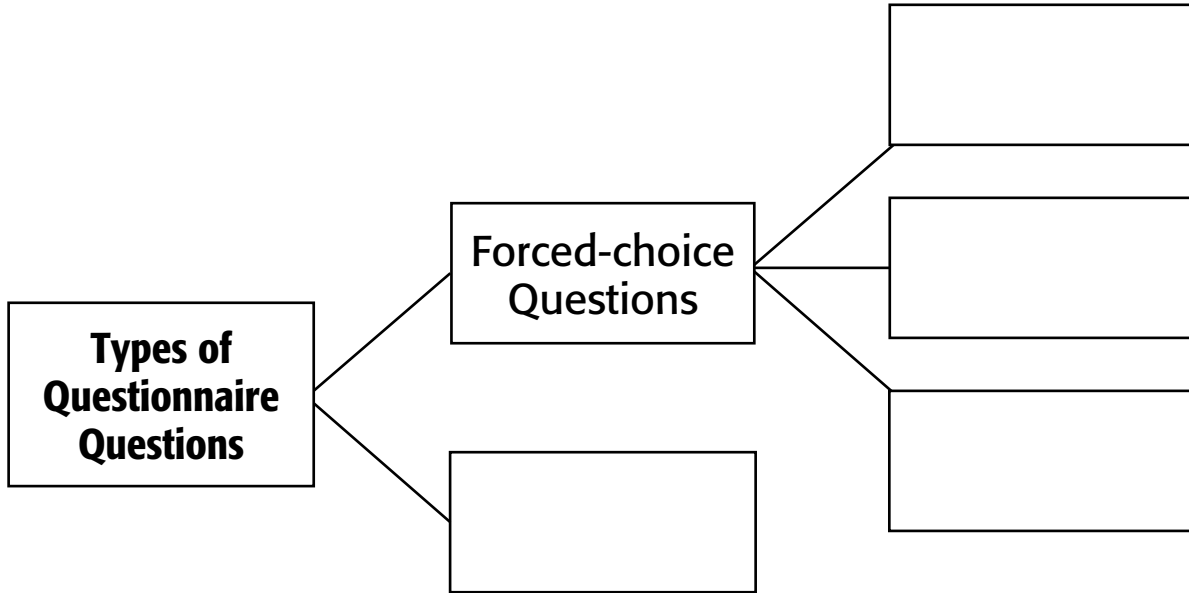
A graphic organizer consisting of five rectangular boxes arranged in a staircase pattern, ascending from bottom-left to top-right. Each box is labeled with a step number:

- Step 1:** The bottom-most and widest box.
- Step 2:** A box shifted to the right and up from Step 1.
- Step 3:** A box shifted further to the right and up from Step 2.
- Step 4:** A box shifted further to the right and up from Step 3.
- Step 5:** The top-most and narrowest box, shifted furthest to the right and up from Step 4.

Chapter 29 Conducting Marketing Research

Types of Questionnaire Questions

Directions Use this graphic organizer to elaborate on types of questionnaire questions.



Chapter 29 Conducting Marketing Research

Formatting Questionnaires

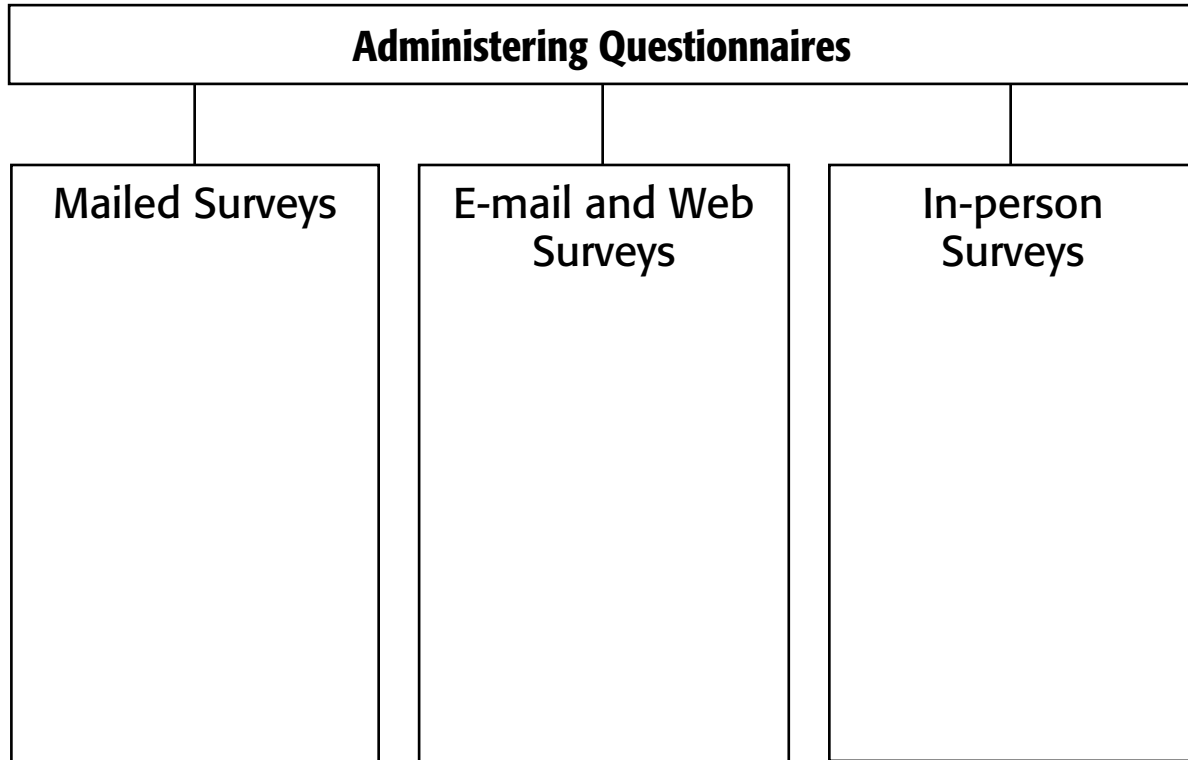
Directions Use this graphic organizer to list tips for formatting questionnaires.

| Formatting Questionnaires |
|----------------------------------|
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |
| 7. |
| 8. |
| 9. |
| 10. |
| 11. |
| 12. |

Chapter 29 Conducting Marketing Research

Administering Questionnaires

Directions Use this graphic organizer to provide details for administering three types of surveys.



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