

Name:

Market Research Worksheet

Drag and drop the correct words to complete the definitions

market particular consumer research industrial data
Marketing analysis niche collection Market

1. A small segment of a larger market is called a _____ market.
2. A _____ market is where consumers are able to buy goods and services.
3. _____ is the process of identifying, anticipating and satisfying customers wants and needs.
4. A _____ is any situation which brings buyers and sellers together.
5. An _____ market brings business customers and suppliers together to exchange good and services.
6. _____ is the _____ and _____ of _____ about a _____ market situation.