Data Collection

1. The marketing team at Euphony, a telecoms company, wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.

Data collection methods:

1. postal survey
2. _____
3. _____
4. _____
5. _____
6. _____

What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive? Listen again if necessary.

2. Haike, one of the members of Euphony's marketing team, is calling Greg at Inside the Market, a market research firm in the UK. Listen to the conversation and complete Greg's notes.

Heike – Euphony
• needs survey for _____ • _____ survey is best

• _____ target group

• qualitative and _____ data:

- price and _____ the phone should have

- number of people interested, what willing to pay

• basic demographic information:

- _____ and _____ • call Haike back on _____

LIVEWORKSHEETS