BP B2+ Unit 1.1 review

Task 1 Complete the words for these definitions.

1. another term for secondary research - d_____ research
2. to measure or assess how people feel about a product- g_____
3. the effect that something is likely to have- i_____
4. to collect data or information from a range of sources – g_____
5. to introduce a new product into the market – l_____
6. describing a realistic plan that has a chance of succeeding – v_____

Task 2 Choose the correct option to complete the excerpt from a report.

We carried out primary research on our ***target/ objective/ goal*** audience and now plan to arrange further feedback. The next stage will use a combination of both online ***assessments/ surveys/ evaluations*** and focus ***panels/teams/groups***. In order to carry this out as cost effectively as possible, the sample ***amount/quantity/ size*** will be small. ***Secondary/minor/ primary*** research will also be carried out using existing data available on the internet.

Task 3 Complete the meeting notes with the words in the box. There is one extra word.

in-depth tester quantitative researchers qualitative analysis customer satisfaction respondents

Action points

• Select a product _____ group to use the updated app and report back on new features.
• Contact any _____ who have not yet returned their surveys from batch 1. Check whether they need any assistance in answering questions.
• Create a batch _____ questionnaire to identify whether there was a positive reaction to the new app from the target audience.
• Brief the _____ about the level of detail required when questions are answered in the _____ interviews.
• Arrange a meeting to discuss the findings from the data _____ and agree the best method of communicating the information.
• Add details to the report explaining why _____ research methods are being used in the second part of the study (as the client wishes to use statistics).

LIVEWORKSHEETS