

TERMS IN MARKET RESEARCH

Match the words and phrases with the definitions.

- 1** quantitative
- 2** product tester
- 3** impact
- 4** respondent
- 5** gauge
- 6** researcher
- 7** qualitative
- 8** gather
- 9** viable
- 10** data analysis

- a** measure how people feel about something or the effect that something is likely to have on them
- b** used to describe something that is realistic and therefore may succeed
- c** someone who tries out something new to determine how well it performs
- d** a person whose job is to study a particular subject to find out new things about it
- e** relating to the quality or standard of something rather than the quantity
- f** the effect or influence that an event, situation, etc. has on someone or something
- g** relating to research where the results can be shown in the form of numbers, percentages, etc.
- h** someone who answers a set of questions, especially in a survey
- i** careful examination of something in order to understand it better
- j** collect or accumulate over a period of time