

THE GOVERNMENT HIGH SCHOOL
B BUSINESS DEPARTMENT
GRADE 12 COMMERCE
MARKET RESEARCH

Instructions: Fill in the Blanks with the most appropriate word.

1. A _____ broadly describes a situation which brings together seller and buyers.
2. A _____ consists of _____ elements; _____, _____, _____ and goods/ services.
3. A market is divided into two types; _____ and _____.
4. _____ is referred to all processes involved in the selling of goods or services.
5. _____ is the collection and analysis of information.
6. An assessment of how to produce a product is usually called _____.
7. The three types of market research are; _____, _____ and _____.
8. The two sources of information is _____ and _____.

9. There are _____ types of market research methods.

10. The research methods are _____ and _____.