

# EXAMINATION PREPARATION

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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# MARKET RESEARCH

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What is market research?

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List the aims of market research.

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Why is it important to spend time, money and resources on market research when developing a new product?

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Name and describe a product that failed due to poor or inadequate market research.

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When designing a project at school - how would you carry out adequate market research?

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