



### PRIMARY AND SECONDARY DATA

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA COLLECTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF [www.technologystudent.com](http://www.technologystudent.com)

**LINK**

<http://www.technologystudent.com/mobapps/datacollection1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?  
USE THE MOBILE App!!**

1

#### WHAT IS PRIMARY DATA?

---

---

---

---

---

---

---

---

---

---

2

#### WHAT IS SECONDARY DATA?

---

---

---

---

---

---

---

---

---

---

3

#### A CUSTOMER / CLIENT PROFILE IS PRIMARY DATA. WHAT IS A CUSTOMER / CLIENT PROFILE?

---

---

---

---

---

---

---

---

---

---

4

#### FOCUSSED ANALYTICAL RESEARCH IS SECONDARY RESEARCH. DESCRIBE AN EXAMPLE OF THIS TYPE OF RESEARCH?

---

---

---

---

---

---

---

---

---

---

5

#### COLLECTING YOUR OWN ANTHROPOMETRIC DATA IS PRIMARY RESEARCH. WHAT IS ANTHROPOMETRIC DATA?

---

---

---

---

---

---

---

---

---

---

HELPFUL LINK: <http://www.technologystudent.com/mobapps/datacollection1.pdf>



**EXAMPLES OF PRIMARY AND SECONDARY DATA**

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA COLLECTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF [www.technologystudent.com](http://www.technologystudent.com)

**LINK**

<http://www.technologystudent.com/mobapps/datacollection1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?  
USE THE MOBILE App!!**

**1** **ERGONOMICS - IS WHEN YOU APPLY THE ANTHROPOMETRIC DATA YOU COLLECTED, TO A DESIGN. DESCRIBE AN EXAMPLE OF THIS.**

---

---

---

---

---

---

---

---

**2** **WHAT IS MARKET RESEARCH?**

---

---

---

---

---

---

---

---

**3** **EXPLAIN THREE AIMS OF MARKET RESEARCH**

---

---

---

---


---

---

---

---

**4** **THE SINCLAIRE C5 (1980s), WAS A DISASTER DUE TO POOR MARKET RESEARCH. WHAT WENT WRONG?**  
Write your answer in the next box.



**WRITE YOUR ANSWER BELOW**

---

---

---

---

---

---

---

---

**HELPFUL LINK:** <http://www.technologystudent.com/mobapps/datacollection1.pdf>



### CARRYING OUT MARKET RESEARCH

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'RESEARCH, INCLUDING PRIMARY AND SECONDARY DATA COLLECTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF [www.technologystudent.com](http://www.technologystudent.com)

#### LINK

<http://www.technologystudent.com/mobapps/datacollection1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?  
USE THE MOBILE App!!**

1

WHAT IS A FOCUS GROUP?

---

---

---

---

---

---

---

---

---

---

2

WHAT IS DIRECT MAILING?

---

---

---

---

---

---

---

---

---

---

3

WHY IS A QUESTIONNAIRE USEFUL, WHEN DEVELOPING / DESIGNING A PRODUCT?

---

---

---

---

---

---

---

---

---

---

4

DESCRIBE A QUESTIONNAIRE YOU HAVE USED AS PART OF A PROJECT.

---

---

---

---

---

---

---

---

---

---

5

WHY IS ICT REGARDED AS A VITAL MARKETING TOOL?

---

---

---

---

---

---

---

---

---

---

HELPFUL LINK: <http://www.technologystudent.com/mobapps/datacollection1.pdf>