

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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HOW MARKET RESEARCH CAN BE CARRIED OUT

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Describe the role of a Focus Group in market research.

How is 'Cold Calling' used as a market research tool?

How are questionnaires used during market research?

How can models / computer simulations be used when carrying out market research?

Describe the way the internet can be used in market research.

How can potential customers be utilised during the market research stage of product design?

Describe the market research you carried out when designing a product.
