

1.2.1 & 1.2.2 Edexcel Business

Edexcel GCSE Business

1.2.1: Customer needs & 1.2.2: Market research (1)

Multiple Choice Question Test Bank

MCQ Test 1

This MCQ test contains 13 questions covering the specification content for 1.2.1 & 1.2.2: Customer needs & market research (1)

Instructions:

- **There are 13 questions in this test.**
- **Your teacher will determine how long you have to complete this test and under what conditions.**
- Only **one** answer per question is allowed for **questions 1-11 inclusive.**
- **Two** answers should be selected for questions **12 and 13.**
- For each answer, completely fill in the circle alongside the appropriate answer(s).
- If you want to change your answer, you must cross out your original answer.
- If you wish to return to an answer previously crossed out, ring the answer you now wish to select.

0 1 Which of the following statements are reasons why it is important for a business to identify and understand customer needs? The business is:

- A More likely to generate sales and less likely to survive
- B More likely to generate sales and more likely to survive
- C Less likely to generate sales and less likely to survive
- D Less likely to generate sales and more likely to survive

[1 mark]

0 2 Comments made on Twitter can be monitored and provide businesses with useful qualitative research. Which of the following methods of data collection is this an example of?

- A Social media
- B Surveys
- C Observation
- D Questionnaires

[1 mark]

0 3 Which of the following best describes the term, market research?

- A A measure of the size of a market
- B The process of gathering and analysing data
- C A group of consumers with similar needs
- D The sales of a business in a market compared to total market sales

[1 mark]

0 4 Which of the following is the most suitable method to gather in depth views, from a small group of consumers, regarding the name and packaging of a business' new product?

- A Observation
- B Questionnaire
- C Internet
- D Focus group

[1 mark]

0 5 Market research can help businesses to identify where the exact needs of customers are not being fully met with existing product offerings. This is best described as:

- A Informing business decisions
- B Reducing risk
- C Identifying gaps in the market
- D Organising resources

[1 mark]

0 6 Which of the following customer needs has been met when life is made easier by choosing to buy and use a specific good or service?

- A Price
- B Quality
- C Choice
- D Convenience

[1 mark]

0 7 Which of the following statements best describes the term secondary market research?

Research using data that has been gathered:

- A First-hand by the business itself
- B Already
- C For a specific purpose for the first time
- D By a market research agency that has not been previously collected

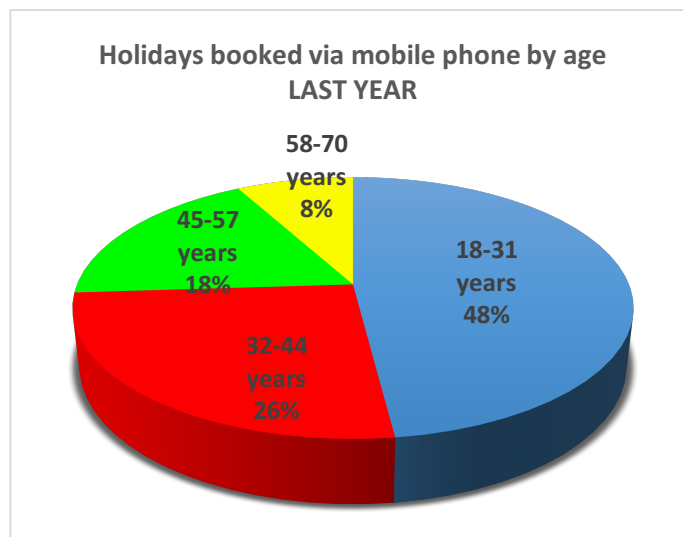
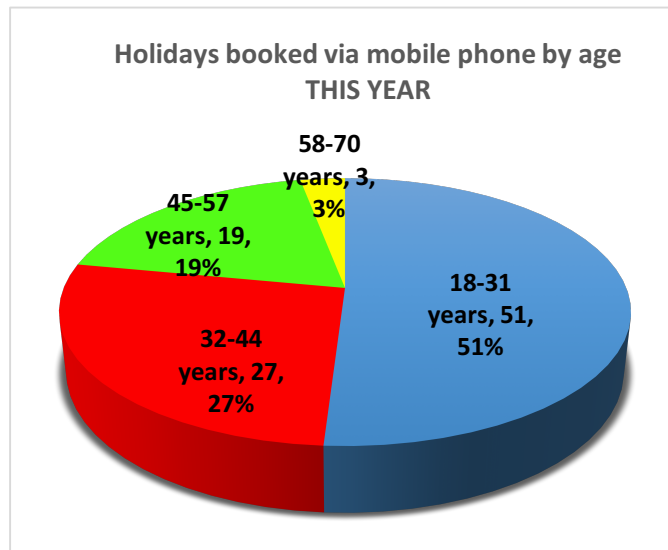
[1 mark]

- 0 8** A start-up business wants to find out about the number of competitors in the local area. Which of the following is the most suitable way for the business to quickly gather this information?
- A Internet
 - B Questionnaire
 - C Focus group
 - D Survey
- [1 mark]

- 0 9** Which of the following statements best describes the term, quantitative data?
- A Data based on opinions, beliefs and attitudes
 - B Data collected using primary research
 - C Data based on numbers that can be analysed statistically
 - D Data collected using secondary research
- [1 mark]

- 1 0** Which of the following statements relates directly to quantitative data?
- A What motivates a customer to buy a product
 - B How a customer feels when they buy a product
 - C The number of customers that buy a product
 - D Why a customer chooses one branded product over another
- [1 mark]

- 1 1 The charts below show market research data that relate to the percentage of holidays booked via mobile phone by age for this year and last year.



Using the charts above, identify which of the following statements is true?

- A The percentage of 18-31 year olds booking holidays via mobile phone increased from last year to this year
- B The percentage of 32-44 year olds booking holidays via mobile phone decreased from last year to this year
- C The percentage of 45-57 year olds booking holidays via mobile phone decreased from last year to this year
- D The percentage of 58-70 year olds booking holidays via mobile phone increased from last year to this year

[1 mark]

1 2 Which **two** of the following are methods of primary market research?

Select **two** answers:

- A Internet
- B Government reports
- C Market reports
- D Questionnaires
- E Observation

[2 marks]

1 3 It is important that any market research data collected is reliable. Which **two** of the following are most likely to be examples of unreliable data?

Select **two** answers:

Data that is:

- A Collected from a group of friends
- B Out of date
- C Typical of the target market
- D Specific to the business
- E Free from bias

[2 marks]

ANSWERS TO THIS MCQ TEST

Q	CORRECT
1	B
2	A
3	B
4	D
5	C
6	D
7	B
8	A
9	C
10	C
11	A
12	D, E
13	A, B