



HOME LEARNING

Subject: Business, Enterprise and Marketing

Time: 1 hour approx.

Learning Objective: To revisit and reexplore the benefits of market segmentation and the purpose of market research.

Task 1 Theory notes

Follow the link <https://www.businessed.co.uk/index.php/home/theory/camnat-public/camnat-theory-notes-public#r064-enterprise-and-marketing-concepts> or find the theory notes section for Cambridge National R064 LO1 1.3 The benefits of Market Segmentation on the businessed website. Read through the slides to check your understanding of Customer segmentation.

Then explore and make notes on 1.4 The purposes of Market research.

Task 2 Activity

Copy and complete the following table:

Type of market research and definition:	Examples:	Advantages:	Disadvantages:
Primary (field) research			
Secondary (desk) research			

Task 3 Activity

Categorise the following activities as either primary or secondary research methods:

1. Reports from the office of national statistics
2. Internet research
3. Annual financial report of a local competitor
4. National newspaper article
5. Focus groups
6. Census reports
7. Observation
8. Questionnaires

Save your work:

If you are using a computer, open a blank document to do your work (you can use Word or Publisher). Don't forget to SAVE it with your name, the lesson you are doing and the date.

For example: T.Smith Maths 8 April

If you would like us to see or mark your work please email it or send a photo of your completed work to cchallenger@glebe.bromley.sch.uk

Thank you