

Name:

Date:

Class:

Lesson 7.2

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- data analysis

Definition:

- data mining

Definition:

- database

Definition:

- hypothesis

Definition:

- market research

Definition:

- marketing information system (MIS)

Definition:

- primary data

Definition:

- qualitative data

Definition:

- quantitative data

Definition:

- research plan

Definition:

- sample size

Definition:

- secondary data

Definition:

- statistical analysis

Definition: