

Name:

Date:

Class:

## **Lesson 7.2**

### **Check Your Understanding**

1. Discuss ways market research may benefit a business. (7.2-1)

Answer:

2. Explain the purpose of a database. (7.2-2)

Answer:

3. Identify sources of secondary data, and explain why many researchers and entrepreneurs use secondary data first. (7.2-2)

Answer:

4. Name three sources of primary data. (7.2-2)

Answer:

5. List the steps in the marketing research process. (7.2-3)

Answer: