**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Chapter 7.1 – Conducting Marketing Research**

**Directions: Please complete the following listening guide as you go through the PowerPoint presentation. (100 points)**

**1. What are the 5 steps in conducting marketing research?**

 **a.**

 **b.**

 **c.**

 **d.**

 **e.**

**2. Data is useless until it is summarized and organized as information. What are the two types of data, and define each?**

 **a. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ data**

 **1. Definition -**

 **b. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ data**

 **1. Definition -**

**3. What are the different types of surveys?**

 **a. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ interview**

**b. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ interview**

**c. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ interview**

**d. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ interview**

**e. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ survey**

**4. What are the other types of gathering research data?**

 **a. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ method**

 **b. \_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_ research**

 **c. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ method**