**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**