

Name: _____

BUSINESS and Marke

H A B I T H H X D W Q N I U S C T
C P P L S J U L M D S B K A N P R
R B Q C R A E D E S G V D J O K G
A I Z W S I M S K T S V A S I J T
E Q M Z F P K P E U E T T G T U A
S O U L C M O G L R Y A M G A Z M
E O S E I U H V T E T K C I C D A
R I C U S D S I I I G W C D I G S
T H E I A T S T S N R R J P L A E
E M E L D I I T O W L W O X B T C
K A M Q N P I O F M I T B U U S O
R G J G G C Z Y N H E X I J P U N
A K J W S P L Z Z N D R N F E R D
M V I H A A S G S N A O S N D V A
V H Y R A M I R P U O I I X A E R
R P U O R G S U C O F E R G R Y Y
C M U T A R G E T M A R K E T Y K

trade publication
target market
Advertising
secondary
field

market research
sample group
statistics
primary
desk

questionnaire
focus group
customers
survey