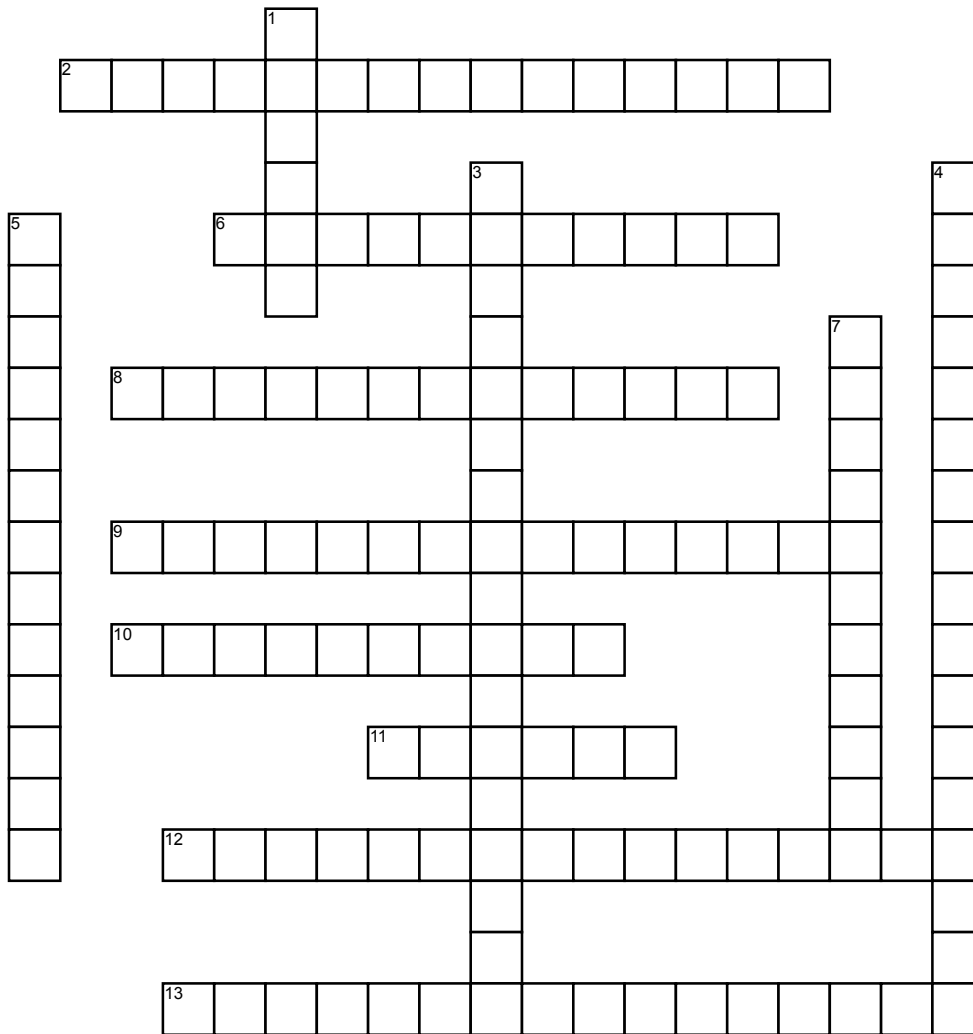


Marketing Vocabulary



Across

- 2. Marketing research that provides information on the desired characteristics of a product or service.
- 6. The quality of being trustworthy or of performing consistently well.
- 8. Collected by some one other than the user.
- 9. Information that can be measured.

- 10. Diverse group of people assembled to participate in a guided discussion about a particular product before it is launched.
- 11. A small part of a product.
- 12. Measures of values or counts that are expressed as numbers.
- 13. Opinions on a certain product or company.

Down

- 1. A description of someone or something

- 3. Research in which a researcher observes ongoing behavior.
- 4. Gathering, analyzing and interpreting information about a market, about a product or service to be offered.
- 5. Effect of the different mass of media on social
- 7. Data collected by a researcher from first-hand.

Word Bank

- | | | | |
|--------------------|-------------------|--------------------|----------------|
| Observation Method | Quantitative data | Marketing Research | Secondary Data |
| Focus Group | Media Research | Attitude Research | Primary Data |
| Sample | Product Research | Qualitative Data | Survey |
| Reliability | | | |