**Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.2 Questions**

Checkpoint pg. 41

What are the three categories of information businesses need to make effective marketing decisions?

Checkpoint pg. 43

What are three methods marketing researchers use to collect information?

2.2 Questions pg. 44

1. Why is information especially important to companies that follow the

marketing concept?

2. What is meant by the statement, “marketing information reduces the risk of

decision making?”

3. How can information on whether the economy is strong or weak affect

decisions about a company’s marketing strategy?

4. Why should companies be cautious about using information obtained from a

consumer survey in making marketing decisions?