

Name: \_\_\_\_\_ Date: \_\_\_\_\_



## Chapter 4 Review

### Test Your Knowledge

#### Instructions

Answer each of the questions below in the space provided.

1. Explain how to use the marketing research process in order to identify industry trends.
2. What are sources of primary and secondary data?
3. Explain how to use the marketing research process in order to identify potential markets.

6. Define and give examples of market segmentation methods.

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