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.

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4.	Identify research tools used to gather information about markets, market trends, and business and consumer needs and wants.
5.	In one brief paragraph, describe the concept of market and market share.
6.	Define and give examples of market segmentation methods.

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7.	How do entrepreneurs use the marketing research process to analyze demand?
8.	In one brief paragraph, explain how to use the marketing research process to forecast sales.
9.	What is the function of marketing in an entrepreneurial venture?