

**Question 1 - 2022 Q18 (a)(ii)(iii)****Marks: 9**

Kevin is researching different car insurance policies.

- (ii) Outline **one** method of research Kevin could use to find the best quote for his insurance policy.

- (iii) Based on your answer above, indicate with a tick (✓) whether this method is primary or secondary research, give a reason for your answer.

Primary research		Secondary research	
Reason			

Question 2 - 2023 Q2**Marks: 6**

Use a tick (✓) to identify whether each of the following is an example of Primary (Field) or Secondary (Desk) Research. (One has been completed for you.)

	Primary (Field)	Secondary (Desk)
Sending out a questionnaire	✓	
Conducting a door-to-door survey		
Reading reports and statistics online		
Focus Group		





Question 3 - 2024 Q16 (b)(i)(ii)

Marks: 9



(b) Kellogg's launched a new product, *Hazelnut Choc Coco Pops*, to the Irish Market in 2022. They have 30% less sugar than other chocolate covered rice cereals.

(i) Identify a target market for the new *Hazelnut Choc Coco Pops*.

(ii) State **one** method of desk research and **one** method of field research that Kellogg's could use to identify its target market:

Desk Research:
Field Research:

Question 4 - 2026 Q3

Marks: 6

Read the statements below and indicate whether they are true or false by placing a tick (✓) in the relevant box.

Statements	True	False
Target market refers to the group of potential customers that are likely to buy a product or service.		
Market research involves buying goods on the spur of the moment without thinking of the consequences.		
Brainstorming involves group discussion to find ideas or solve problems.		





Solution Question 1 - 2022 Q18 (a)(ii)(iii)

Kevin is researching different car insurance policies.

(ii) Outline one method of research Kevin could use to find the best quote for his insurance policy. (3m)

Price comparison websites: Online brokers compare the prices of different policies available and offer advice on the best policy for the customer.
Insurance broker: An insurance broker sells insurance for a number of companies. They can offer advice about which insurance company is best suited to a person's needs.
Contact different companies for quotes: Kevin could contact a number of different insurance companies for quotes, compare the quotes to find the best policy for him.
Ask family and friends for advice: Kevin could ask family and friends what insurance companies and policies they have chosen.

(iii) Based on your answer above, indicate with a tick (✓) whether this method is primary or secondary research, give a reason for your answer. (6m)

Primary research or Secondary research accepted based on answer above.
Candidate should indicate some feature primary research linked to answer from Primary research involves gathering information through self-conducted research methods/Involves getting firsthand information from individuals/up-to-date, new information.
Student should indicate some feature secondary research linked to answer from (ii). Secondary research involves using information gathered from previously conducted studies/Involves examining existing information.

Solution Question 2 - 2023 Q2

Question 2

Use a tick (✓) to identify whether each of the following is an example of Primary (Field) or Secondary (Desk) Research. (One has been completed for you.)

	Primary (Field)	Secondary (Desk)
Sending out a questionnaire	✓	
Conducting a door-to-door survey	✓	
Reading reports and statistics online		✓
Focus Group	✓	





Solution Question 3 - 2024 Q16 (b)(i)(ii)

- (b) Kellogg's launched a new product, *Hazelnut Choc Coco Pops*, to the Irish Market in 2022. They have 30% less sugar than other chocolate covered rice cereals



- (i) Identify a target market for the new *Hazelnut Choc Coco Pops*. (3m)

Families with young children who are looking for a healthier breakfast cereal/ Health conscious people.
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- (ii) State **one** method of desk research and **one** method of field research that Kellogg's could use to identify its target market: (6m)

Desk Research:
Kellogg's could study existing documents e.g., medical reports, CSO population figures. Social media type.
Field Research:
Kellogg's could conduct surveys in supermarkets asking parents about the product. They could have tasting surveys or sampling.

