The City School

**North Nazimabad Boys Campus**

**Second Monthly Test Session 2019 – 20**

**Class - 10**

**Time: 35 Minutes Business Studies Marks 20**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sec: \_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Q. Bibi is thinking of setting up a children’s nursery. She knows she needs to carry out market research before opening her business, but is unsure whether this should be primary research or secondary research.

1. What is meant by ‘market research’? [2]

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1. Identify two ways Bibi could present the results of her market research. [2]

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1. Outline two primary research methods Bibi could use to collect market research data. [4]

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1. Identify and explain two benefits to Bibi of market research. [6]

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1. Bibi could use primary research or secondary research to collect data about her proposed business. Which do you think is better for her? Justify your answer. [6]

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