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MKT 300

Course Packet

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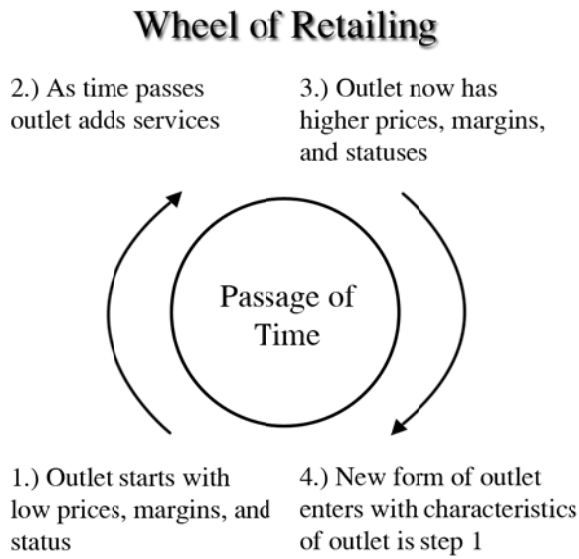
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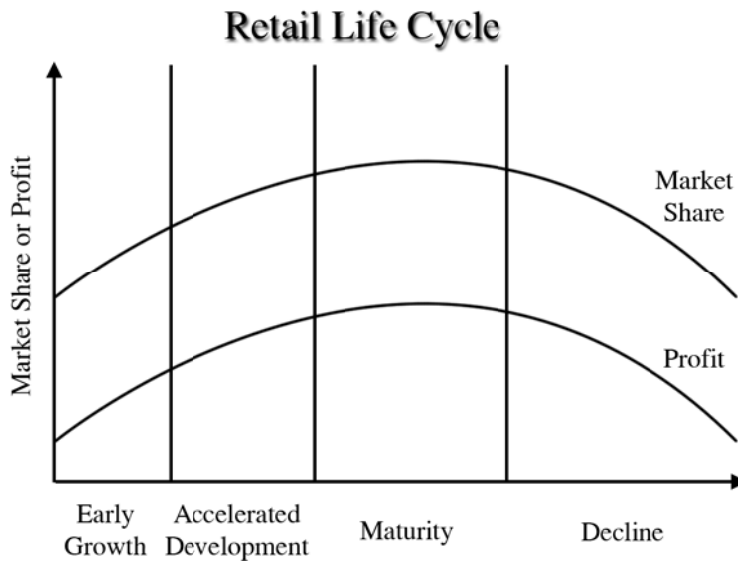
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Changing Nature of Retailing

- Wheel of retailing:
 - Describes how new forms of retail outlets enter the market.



- Retail Life Cycle:
 - The process of growth and decline that retail outlets experience.



Facts and figures pertinent to the marketing problem is referred to as what?

Data

Financial statements, research reports, files, customer letters, sales call reports, and customer lists are all examples of what?

Internal Data

_____ is information collected for the first time.

Primary Data

_____ is the most popular technique for gathering primary data in which a researcher interacts with people to obtain facts, opinions, and attitudes.

Survey Research

A close ended question designed to measure the intensity of a respondents answer is called what?

A Scaled Response Question