**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 4: ACTIVITY 4**

**PAIRS ACTIVITY**

**Defining data types**

**Write a concise definition for each type of data on Slide 15, and give examples for each.**

**In discussion afterwards, ensure that your definition matches with the rest of the class. You may use the Study Guide or Internet for assistance.**

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| **Qualitative****DEFINE:****EXAMPLES:** |
| **Quantitative** **DEFINE:****EXAMPLES:** |
| **Internal****DEFINE:****EXAMPLES:** |
| **External****DEFINE:****EXAMPLES:** |
| **Primary****DEFINE:****EXAMPLES:** |
| **Secondary****DEFINE:****EXAMPLES:** |