**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 4: Activity 1**

**GROUP ACTIVITY**

## **Class quiz**



**Class quiz challenge**

This exercise is intended to be a fast-paced, fun quiz that tests your knowledge of the previous learning outcome’s core concepts.

* Complete it in teams of 3 or 4 – it’s a timed exercise.
* You have **1.5 minutes** per question to write down your answers.
* At the end of the quiz, swap answer papers with another team and wait for the tutor to tell you the answers.
* Award 10 points for every correct answer. The group with the highest score is the winner!

**Q1. What is meant by the term secondary research?**

**Q2. What kind of information would you expect to get from qualitative research?**

**Q3. Why would you hold a focus group discussion?**

**Q4. What does the acronym CoNVO stand for?**

**Q5. Why do marketers use the CoNVO framework?**

**Q6. What is meant by the term ‘big data?**

**Q7. What methods would you use to measure purchase frequency?**

**Q8. What is the definition of reliability and validity in research?**

**Q9. What kind of information could you gather from internal research?**

**Q10. What are the four dimensions of consumer data protection?**