



Worksheet 3: Linking concepts answers

1 Market research

Primary market research + methods

Secondary market research + methods

Sampling

Features of markets; market size, growth
competitors

Customer and consumer characteristics, profiles,
wants and needs

Reliability of data

Quantitative data

Qualitative data

Marketing objectives

Demand

Consumer markets

Industrial markets

Mass markets

Niche markets

Market segmentation

Link to elements of the marketing mix
(product, price, promotion and place)

2 Training

On-the-job training

Off-the-job training

Motivation

Employee development

Intrapreneurship

Multi-skilling

Flexibility

Human resource management (HRM)

Morale and welfare

Work-life balance

Diversity and equality

Recruitment

Workforce planning

HRM objectives

Workforce relationships