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

**Defining a Market Audience Quiz**

*Directions: Complete the following questions about defining a market audience. You may use the back of this sheet if you need more room (10 points total).*

1. What is a market audience? (1 point)

2. Circle any situation in which you would need to understand a market audience to make an appropriate determination about how to proceed. (5 points)

* To know if you should seek advertisements from Al’s Frozen Yogurt or Betty’s Diner
* To decide if you should launch a Twitter or Facebook account for your news website first
* To decide who to interview for your story about who owns the cuddliest pet
* To determine if students prefer a traditional or chronological yearbook
* To decide what color T-shirts the staff should buy

3. Describe TWO ways to get information about a market audience’s preferences. (2 points)

4. Select TWO of the following types of bias and explain why they present a problem. (2 points)

Wording Omission Internal Extremes