



Advanced Certificate in Market & Social Research Practice

Examiner's Report (Examination)

Candidate Name: XXXXXX

Candidate Number: XXXXXX

Examination Date: XXXXXX

Result: FAIL

Examination scripts which fail to meet pass criteria are marked by an examiner, double marked by a Senior Examiner and subject to external moderation by appointed industry moderators. The feedback given overleaf combines comments made by all those involved in the assessment process

Summary of Examiner and Senior Assessment Team Feedback

Section 1	
Part A Question Outline/Requirement Candidates needed to consider the ethics of research with older people. Candidates were expected to demonstrate a clear, practical understanding of the key professional and ethical issues related to conducting this form of research.	
Part A Candidate Feedback <i>This answer failed to provide the response that what was asked for in the question. The question required candidates to outline the steps they would take to ensure the research was conducted in an ethical and professional manner. However, this answer did not explore any ethical issues relating to this form of research and instead focused on general research design issues.</i>	Grade Awarded FAIL
Part B Question Outline/Requirement Candidates needed to consider the benefits and limitations of in depth face-to-face interviews as opposed to group discussions. The main requirement was for candidates to relate their answer to the subject context.	
Part B Candidate Feedback <i>The answer indentified the minimum number of the key benefits and limitations of individual interviews versus group discussions that was required in order to pass. This was a basic answer but adequately demonstrated enough knowledge to pass.</i>	Grade Awarded PASS
Part C Question Outline/Requirement Candidates were required to devise a sampling plan. The question was designed to test the knowledge and practical application of techniques and sample frames.	
Part C Candidate Feedback <i>This answer lacked understanding. The answer made a number of assumptions, for example that the local council would be able to provide the sample. This answer required further depth and consideration of sampling techniques.</i>	Grade Awarded FAIL
OVERALL GRADE	FAIL

Section 2 – Q2	
Part A Question Outline/Requirement This question required candidates to list the factors to consider before designing the questionnaire and how they would influence the design decisions, identifying that an appropriately-designed questionnaire is key to meeting research objectives and providing rationale for each of the factors identified.	
Part A Candidate Feedback <i>The requirement was to explore and discuss the factors that needed to be considered prior to the questionnaire design, and the impact those factors may have on the design, however, this answer focused on the questionnaire design itself.</i>	Grade Awarded FAIL
Part B Question Outline/Requirement Candidates needed to demonstrate their knowledge of the design process and the key stages within it, identifying the importance of each stage to the overall process.	
Part B Candidate Feedback <i>The answer focused on what makes effective questionnaire design not the design process, however the factors that were included within the answer were relevant and included sufficient rationale with examples.</i>	Grade Awarded PASS
OVERALL GRADE	FAIL

Section 2 – Q4	
Part A Question Outline/Requirement This question required candidates to identify a range of benefits to be gained from a client company designing the questionnaire and interpreting and reporting. The candidate was assessed on whether they could display a clear understanding of the contribution of (and the links between) questionnaire design, fieldwork and data processing and the final results.	
Part A Candidate Feedback <i>This was a very good, solid answer. Four valid reasons were provided with clear rationale for each. The answer contained a persuasive argument in favour of using an agency.</i>	Grade Awarded MERIT
Part B Question Outline/Requirement Candidates needed to describe the steps they would take to ensure the final report provided the maximum benefit to the client. This section required candidates to discuss good practice in relation to the production of a final report both in terms of the client and the type of survey and the fact that the research company is doing the questionnaire design, the fieldwork and the DP.	
Part B Candidate Feedback <i>The answer demonstrated a clear awareness of the client and the audience of the report and demonstrated adequate understanding of the structure of a report and some of the ways of ensuring it is of value to the client.</i>	Grade Awarded PASS
OVERALL GRADE	PASS

Overall, with **two Fail** grades and **one Pass** the paper was judged not to have reached the required standard for an overall Pass to be awarded.



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