

MRS Advanced Certificate in Market & Social Research Practice

Preparing for the Exam: Section 2 Q1- Question

Section 2 of the examination contains 6 essay-style questions. You must answer 2 out of 6.

The following question appeared in the MRS Advanced Certificate exam in June 2008. The weighting guide which follows each question is designed to help you work out how much information you need to put in each question. In Question 1 the 2 questions are weighted equally. Therefore you should try to ensure that you focus your time and efforts equally across both questions

Read the question then allow yourself 45 – 50 minutes to write your answer. When you have finished, you can compare your answer with the Section 2 Q1 Answer Guide.

Section 2

QUESTION 1:

1. A small charity needs to gather information to inform its next fund-raising campaign. A member of staff has suggested adding questions to an omnibus survey.

a) Discuss the strengths and limitations of selecting an omnibus survey as opposed to other research methods that the charity could have used.

(Weighting: one-half of total)

b) Taking into account the limitations which have been identified, what steps can a charity take to ensure that a suitable omnibus survey is selected? Give reasons for the suggestions you make.

(Weighting: one-half of total)