

MRS Advanced Certificate in Market & Social Research Practice

Preparing for the Exam: Section 2 Q3- 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 3 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 Q3 Answer Guide.

Section 2

QUESTION 3

3. Personal interviewers, who are prepared to conduct interviews in respondents' homes, are becoming increasingly difficult to recruit.

a) Discuss the benefits and limitations of in-home face-to-face data collection. Illustrate your answer with examples.

(Weighting: one-half of total)

b) An electrical goods company wants to test consumer reactions to a new type of vacuum cleaner which is ready to go into production. Identify two possible alternative methodologies which may be used in preference to in-home interviewing for this project. Describe the benefits and limitations of each in gathering the information which is required.

(Weighting: one-half of total)