

## **MRS Advanced Certificate in Market & Social Research Practice**

### **Preparing for the Exam: Section 2 Q6 - 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 6 the 2 questions are equally weighted. 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 Q6 Answer Guide.

## Section 2

### QUESTION 6

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6. A government agency is conducting a nationwide research project to find out ways of increasing engagement in politics. You are the lead researcher for the qualitative phase of the project, working with a team of 3 colleagues. Each of you will be conducting 4 group discussions.

a) Describe the steps you would take to ensure consistency of approach across the 16 groups. Give reasons for each of the steps you suggest.

**(Weighting: one-half of total)**

b) As the lead researcher, you are responsible for analysing the data and writing up the findings. Outline your approach to the analysis, giving reasons for the approach you take.

**(Weighting: one-half of total)**