

iMedia Unit 2.4 (research methods) – homework questions

These are example exam-style questions

Work through the unit content for **section 2.4 – Research methods, sources, and types of data**. You can find these at <https://tinyurl.com/5yjjycue> or scan the QR code



Don't google the answers! And certainly don't use google's AI summary. This won't reliably give you the **answers the exam board wants**. And it's those answers that examiners will mark right

Go back through the learning to remind you of the key points **before** you try the questions. Make notes. Create revision material. Read. Whatever works for you

1

(a) Which of the following is **not** a primary research method?

Tick **one** box.

A online survey	
B focus group	
C internet reviews	
D interview	

[1]

(b) Identify **two** secondary research methods that could be used to help plan a new television programme aimed at older adults who want to travel by train in Europe.

1.

2. [2]

(c) Describe **one** difference between primary and secondary research methods.

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..... [2]

2

- (a) Identify **one** advantage of using questionnaires as a method of research.

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..... [1]

- (b) An online survey can be used to gather quantitative and qualitative information. Explain **one** difference between quantitative and qualitative information.

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..... [2]

- (c) Explain **one** advantage of using interviews as a method of research.

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..... [2]

- (d) Describe how a focus group could be used to gather information to help plan a new television programme aimed at older adults who want to travel by train in Europe.

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..... [2]

- (e) Explain **one** disadvantage of using websites as a source of research.

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Total marks: 14