

Section A

Answer Question 1.

- 1 A questionnaire is a set of written questions designed for self-completion that is usually given or posted to respondents. Questionnaires produce quantitative data. One of the reasons postal questionnaires are used is to reach as large a group as possible. Questionnaires are also commonly used because they allow respondents to be asked a wide range of questions in a short space of time. Alternatively, a researcher may use a structured interview which is also a way of collecting quantitative data.

Sociologists who use questionnaires and structured interviews will often carry out a *pilot study*. One strength of questionnaires and structured interviews, according to positivists, is their reliability. However, interpretivists point out that these methods have many limitations. Interpretivists prefer to collect qualitative data using participant observation and unstructured interviews, but positivists have questioned the usefulness of qualitative research.

- (a) What is meant by the term *pilot study*? [2]
- (b) Describe **two** ways a structured interview is different from a questionnaire. [4]
- (c) Explain why some sociologists have questioned the usefulness of qualitative research. [8]
- (d) Assess the strengths and limitations of structured interviews in sociological research. [11]

Section B

Answer **either** Question 2 **or** Question 3.

- 2 'Postmodernists have shown that functionalist and Marxist models of society no longer have any relevance.' Explain and assess this view. [25]
- 3 'Secondary data has no value in sociological research.' Explain and assess this view. [25]

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