

SECTION 3 Questions 21-30

Questions 21-23

Choose the correct letter, A, B, or C.

21 The topic of Rachel's project is

- A** the magazine industry
- B** the fashion industry
- C** the cosmetics industry

22 Rachel believes that one of her strengths is

- A** her strong communication skills
- B** her knowledge of current trends
- C** her time management capabilities

23 Rachel is concerned about

- A** the cost of her research
- B** the location of a shopping centre
- C** the deadline for her assignment

Questions 24-27

Complete the sentences below.

Write ONE WORD ONLY for each answer.

24 The professor warns Rachel that some secondary data may be _____.

25 The professor advises Rachel to conduct _____ if she wishes to gather a large number of responses.

26 One disadvantage that the professor mentions about primary research is that it requires a lot of _____.

27 The professor says that the results from focus groups are less _____.

Questions 28-30

Answer the questions below.

Write NO MORE THAN THREE WORDS AND/OR A NUMBER for each answer.

28 What does the professor encourage Rachel to make in advance?
.....

29 What detail of each research participant does the professor remind Rachel to note down?
.....

30 In what month and on what date will the professor and Rachel next meet?
.....

SECTION 4 **Questions 31-40**

Complete the notes below.

*Write **NO MORE THAN TWO WORDS** for each answer.*

Successful Leadership Within Rural Communities

Strong leadership helps to improve the social **31** _____ of community members. Four **32** _____ that affect leadership effectiveness have been identified by researchers.

Effective Communication

When communication is too open, confidential information is leaked.

When communication is too closed, **33** _____ is withheld as a way of maintaining power.

Leaders should be open and honest although **34** _____ is sometimes required.

Open door policy is another effective way to open communication channels.

Access to information is necessary in order to make good **35** _____ and to solve problems.

Collaboration Across and Within Communities

Collaboration between communities allows for the sharing of information and **36** _____.

Groups in different communities that can benefit from collaboration include chambers of commerce, community groups, and **37** _____.

Community Engagement

In order to continue functioning effectively, rural communities need to include the **38** _____ in community processes.

By engaging in community activities, a sense of **39** _____ will be created.

Developing Social Capital

The **40** _____ within a community that allow members to contribute to society are referred to as social capital.

Strong social capital can be achieved when the other three factors are present within a community.