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

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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?

_____.

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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.

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