



Part 4

Questions 31-37

Instructions to follow

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

31 The purpose of the data collection was to

- A ☐ test people's reaction to different buildings.
- B ☐ collect detailed information on various buildings.
- C ☐ the beauty of different public buildings.

32 The initial plan to use a questionnaire was abandoned, because

- A ☐ it would take too much time to produce.
- B ☐ the questions were too difficult to write.
- C ☐ it would take too long for people to complete.

33 People indicated their reactions on a 1—5 scale,

- A ☐ giving rise to some interesting answers.
- B ☐ ensuring that the information was easier to collect
- C ☐ making it quicker to choose the top three images.

34 To make sure people could see the detail in the images better

- A ☐ only daylight images were used.
- B ☐ black and white images were used.
- C ☐ the images were produced in color.



35 What was done to preserve the images when being used?

- A ☐ they were covered in plastic with a special machine.
- B ☐ people were asked to wear gloves when touching them
- C ☐ the images were handled only by the researcher.

36 Among the people Who formed part of the sample were

- A ☐ tourists from various places.
- B ☐ office workers during lunch-break.
- C ☐ Commuters as they exited stations.

37 What was the reasons appointing a leader for the group?

- A ☐ to comply with the instructions for the task.
- B ☐ to help hold the team together.
- C ☐ to allocate tasks to the various members.

Questions 38-40

Instructions to follow

- which findings match the age groups of the image testing?
- Write the appropriate letter next to each age group.

Findings

- A varied reaction
- B mainly scored 1



☐ C mostly scored 3

☐ D mainly scored 5

38 11—18 year-olds

☐ A ☐ B ☐ C ☐ D

39 20-40 year-olds

☐ A ☐ B ☐ C ☐ D

40 50years Old and over 1s=45.....

☐ A ☐ B ☐ C ☐ D