

Solution

Set 1

Q.P 54086

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Q.1

- 1) Design is a blueprint of the research. They can be classified into qualitative and quantitative designs. Descriptive research, causal research are some of the major types of research.
- 2) Marketing Information Systems relates to collection and dissemination of information about prices, products in the market, etc. This information is very useful for a company to formulate and implement strategies
- 3) Major methodological issues include: the data is qualitative in nature, availability of appropriate information is difficult, respondents are unwilling to participate etc.

Q.2

- 1) Primary data is the data collected by the researcher himself through methods like surveys, panels, interviews, questionnaire etc. It helps in improving accuracy and can be collected as per the needs of the research.
- 2) Selection of survey method depends on criteria like the literacy of population, whether people are comfortable with the language of the survey etc.
- 3) Panel method implies surveying the same sample over a period of time. It helps in knowing the consumer response for a product over a long period of time and has several other advantages.

Q.3

- 1) The size of a sample is determined by the extent of accuracy that the researcher expects in his survey data. This accuracy is affected by confidence interval, standard deviation etc.
- 2) Census means studying the entire population for research. Sample means selecting a small group from the population and studying it. The decision between census and sample depends on criteria like size of population, availability of time, money, personnel etc.
- 3) Simple random sampling involves use of lottery or computers to randomly withdraw samples. Stratified Random sampling involves classifying data in various categories and then selecting random sample from each category.

Q.4

- 1) Ethical issues imply that no harm should be done to the respondents during the research process. They should be informed about the nature and purpose of research. But sometimes this might affect the responses of the participants

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2) Secondary data is the data that has been collected from various sources that already exist. The sources include internal as well as external and library as well as non-library sources. The use of secondary data has its own advantages and disadvantages.

3) Cluster sampling means random selection of sampling units consisting of population elements. Each sampling unit is a cluster of population elements. In larger field surveys, clusters containing of specific geographical areas are drawn. As geographical areas are selected as sampling units, their sampling is called area sampling.