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| Submitted | 8/9/2023 8:40:00 AM |
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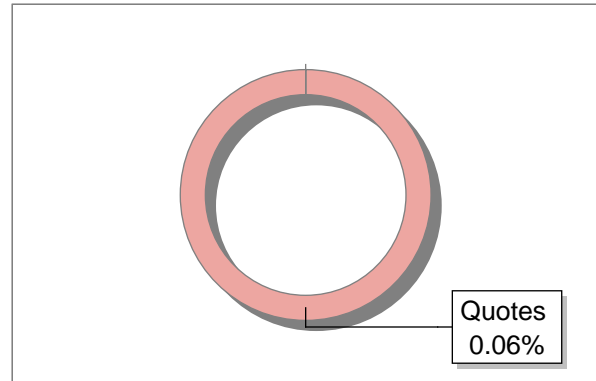
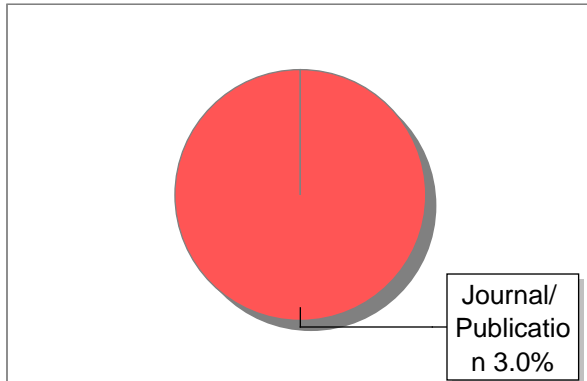
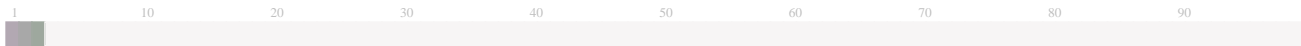
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| Author Name | Dr. Kum Kum Bajaj |
| Title | Long Vowels |
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Centre for Distance and Online Education Punjabi University, Patiala Class : M.A. I (Journalism and Mass Communication) Semester : 1 Paper : IV (Growth and Development of Print Media in India) Medium : English Unit : I Lesson No. 1.1 : Invention of Paper and Printing Press 1.2 : Leading Newspapers in English, Punjabi and Hindi 1.3 : Eminent Personalities of Indian Journalism 1.4 : Different Socio-Religious and Socio-Political movement and Punjabi Press Department website : www.pbidde.org

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| W | URL: http://jakespedia.blogspot.com/2015/09/introdution-to-mass-communication.html Fetched: 1/12/2023 1:38:35 AM |  | 2 |
| SA | Communication Theory Block 1 Semester 1.pdf Document Communication Theory Block 1 Semester 1.pdf (D165201123) |  | 1 |
| SA | MAJMC 106.pdf Document MAJMC 106.pdf (D168936345) |  | 12 |

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Centre for Distance and Online Education Punjabi University, Patiala Class : M.A. I (Journalism and Mass Communication)
Semester : 1 Paper : IV (Growth and Development of Print Media in India) Medium : English Unit : I Lesson No. 1.1 :
Invention of Paper and Printing Press 1.2 : Leading Newspapers in English, Punjabi and Hindi 1.3 : Eminent Personalities of
Indian Journalism 1.4 : Different Socio-Religious and Socio-Political movement and Punjabi Press Department website :
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| Submitted | 8/1/2023 8:45:00 AM |
| Submitted by | Kavita Rani |
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Document Information

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| Submitted | 2023-08-09 07:16:00 |
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MBA Distance Education

1st Sem Plagiarism Report

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| Analyzed document | PM 101.docx (D172506303) |
| Submitted | 2023-08-01 07:20:00 |
| Submitted by | Apar |
| Submitter email | aparsingh@pbi.ac.in |
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| Submitted | 8/1/2023 7:22:00 AM |
| Submitted by | Apar |
| Submitter email | aparsingh@pbi.ac.in |
| Similarity | 6% |
| Analysis address | aparsingh.pununi@analysis.urkund.com |

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
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PUNJAB SCHOOL OF MANAGEMENT STUDIES PUNJABI UNIVERSITY

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BUSINESS ENVIRONMENT Lesson No. 1 AUTHOR : DR. SHAILINDER SEKHON

THEORATICAL FRAMEWORK OF BUSINESS ENVIRONMENT

(CONCEPT, NATURE AND STRATEGIES)

STRUCTURE 1.0 Objectives

1. 1 Introduction

1.2 Definitions 1.3 Examples on Environmental Analysis 1.4 Nature of Business

1.4.1 Complexity 1.4.2 Volatility 1.4.3 Capacity Self Check Exercise - I 1.5 Nature of Organisation Environment Interface 1.6

Strategies to deal with Environment 1.6. I Strategies for insulating the organisation from the Environmental Forces 1.6.2

Strategies for gaining control over Environment 1.6.3 Strategies for Organisational Adaptation Self Check Exercise - II 1.7

Summary 1.8 Glossary 1.9 Answer to Self Check Questions 1.10 Exercise 1.11 Suggested Readings 1.0 OBJECTIVES

After studying this lesson, students would be able to answer

Concept and nature of Business Environment • Various elements/ forces of Business Environment

Interaction of Organisation with the External Environment • Organisational Strategies to deal with Business Environment









1.1 INTRODUCTION Successful companies take an outside - inside view of their business. They recognize that ever-changing business environment is full of opportunities and threats and understand the significance of continuously monitoring and adapting to that environment. Many organizations fail to see change as an opportunity. They ignore or resist changes until it is too late. Even companies like IBM, General Motors etc. have to pass through difficult times due to this fact only. Bajaj Auto Ltd., a major in automobile industry could not see the threats being passed by its rival LML and in the nineties have to shed more than 28% market share in the scooter segment with its market share coming down to less than 54% in 2001-2002 from 82% in early 1996. Mr. Rahul Bajaj, CMD, Bajaj Auto Ltd. himself admitted that he could not see the environmental changes taking place in his business. One of the most critical challenges is to cope up with the environmental dynamics of change which many a time assumes the nature of turbulence. The business environment presents two challenges to the enterprise, viz. the challenge to combat the environmental threats (such as, intensification of competition, declining market etc.) and to exploit the business opportunities.

That the environmental factors have a profound impact on business is indicated by the fact that environmental analysis and diagnosis are among the first steps in the strategic management process. Business dynamics is, in fact, a dependent factor, it depends on, interalia, the environmental dynamics. Hence, the importance of environmental analysis and diagnosis. 1.2 DEFINITIONS

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





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
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MBA-CC (FIRST YEAR Semester-II)
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Business Statistics & Research Methodology
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XBA-CC (First Year) BSRM 201
Semester-II BUSINESS STATISTICS &
RESEARCH METHODOLOGY
Lesson No. 1
RESEARCH METHODOLOGY STRUCTURE
1.0 Objectives 1.1 Introduction to Research Methodology L2 Characteristics of Research 1.3 Key Concepts Used in Research 1.4
Objectives and Importance of Research L5 The Process of Theory Building 1.6 The Methodology of Research 1.7 Research Process
1_8 Summary 1.9 Practice Questions : O Glossary
AUTHOR: VIKAS KATIA

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








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Marketing Management

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MBA-CC (First Year) MM 203 Semester-II MARKETING MANAGEMENT

Lesson No. 1 AUTHOR : SHILPI GOYAL

NATURE, SCOPE AND CONCEPTS OF MARKETING

STRUCTURE

1.0 Objectives 1.1 introduction 1.2 Definitions of Marketing 1.3 What is Marketing? 1.4 The Development of the Marketing Concept 1.4.1

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Semester-II HUMAN RESOURCE MANAGEMENT
Lesson No. 1 AUTHOR: DR. SIMRANJEET KAUR
MEANING, SCOPE, IMPORTANCE AND FUNCTIONS OF PERSONNEL MANAGEMENT, ENVIRONMENTAL SCANNING
STRUCTURE
1.0 Objectives 1.1 Introduction

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M.COM. PART-II (SEM-III) MCOP2303T DIRECT TAX LAWS LESSON NO. 3.1 AUTHOR : SHALLU JAIN VETTED BY : DR. SHAILINDER SET OFF AND CARRY FORWARD OF LOSSES AND CLUBBING OF INCOMES
Structure of the Lesson : 3.1.1 Introduction 3.1.2 Steps for set off and carry forward

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M.COM. PART-I MCOP1106T FINANCIAL MANAGEMENT

LESSON NO – 5.1 AUTHOR: Dr. HARPREET KAUR

FINANCIAL MANAGEMENT – AN INTRODUCTION

CONTENTS 5.1.1 Objectives 5.1.2 Introduction 5.1.3 Business Finance 5.1.4 Finance Function 5.1.5 Importance of Financial Management. 5.1.6 Approaches of Financial Management. 5.1.6.1 Traditional Approach 5.1.6.2 Modern Approach 5.1.7 Goal of Financial Management. 5.1.7.1 Profit Maximization 5.1.7.2 Wealth Maximization 5.1.8 Scope of Financial Management 5.1.9 Relationship of Finance with other business functions. 5.1.10 Summary 5.1.11 Glossary 5.1.12 Exercise questions 5.1.13 Suggested Readings 5.1.14 Answer to self check exercise. 5.1.1 Objectives Main objectives of this chapter are: (i) To define finance, Business Finance and Financial Management. (ii) To explain importance, scope and Approaches. (iii) To give the functions of Financial Management. (iv) To specify the goals of Financial Management (v) To elaborate the relationship of Finance with other business functions. 5.1.2 Introduction Financial management refers to that part of the management activity which is concerned with the planning and controlling of firm's financial resources. It deals with finding out various sources for raising funds for the firm. The sources must be suitable and economical for the needs of the business. The most appropriate use of such funds also forms a part of financial management. As a separate activity or

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Department of Distance Education M.COM. PART-I SEMESTER-I Punjab University, Patiala Department website : www.pbidde.org

M.Com. Part-I (Semester-I) 2 MCOP1103T INDEX MCOP1104T RESEARCH METHODOLOGY AND STATISTICAL TECHNIQUES 1.1. : Introduction to Research 1.2 : Methods of Investigation 1.3 : Research Process 1.4 : Methods of Data Collection 1.5 :

Sampling Methods

1.1.0

Objectives: After reading this lesson you should be able to (

i) describe what research is and how is it defined (ii) nature and characteristics of research (iii) types of research (iv) distinguish between applied and basic research (v) significance of research. 1.1.1 Introduction Research is derived from the Latin word researcher which means to look for something which is hidden. It is composed of 290 two words Re + search, Re means fact and search means to find. During research is essential to make suitable and right decisions about specific problems. The best course of action is always dependent on a good amount of organisation may take decision to price a product on the basis of market research conducted by a marketing agency but a house wife may decide about the price of the product on the basis of her experience in purchasing commodities. Research provides solution to various problems e.g. if the problem is that why India is an underdeveloped economy. Through research various features of under development will be highlighted like more dependence on agriculture, less developed industrial sector, poor infrastructure etc. and steps will be taken on the basis of the findings of research to get rid of under development. The questions which are generally tend to answer are what; why, how, where and who Rudyard (Kipling, a noted English poet wrote a piece of poetry which explains the insight) of research beautifully. He wrote : I put six honest learning men, They thought me all knew, Their names are what and why and when and how and where and who, Def: Redman & Moxey "Research in systematized effort to gain new knowledge." 1.1.2 Meaning

of Research/Essentials of research *

The word research is composed of two words, re and search. The dictionary defines the former as a preface meanings again, a new or over again and the later as a verb, meaning to examine closely and carefully, to test and try, or to probe. Together they form a noun describing

a careful, systematic, patient study and investigation in some field of knowledge, undertaken

or establish facts or principles. * The word research is a structured inquiry that utilises acceptable scientific methodology to solve problems and creates new knowledge that is generally acceptable.

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Research can be defined as any scholarly investigation in search for truths, for facts, for certainties. * Research can be defined as any scholarly investigation in search for truth, for facts or for certainties. *

Research is an original contribution to the existing stock of knowledge making for its advancement.

It

is the pursuit of truth with the help of study, observation, comparison and experiment. *

Research is directed towards the solution of a problem. It may attempt to answer of

a question or to determine the relation between two or more variables. 1.1.3

Characteristics of Research/Essentials of research 1. Research is directed towards the solution of a problem.

The ultimate aim is to discover cause and effect relationships between variables. 2.

Research emphasizes upon the development of generalizations, principles or theories that will be helpful in predicting future occurrence. 3.

Research is based upon observed experience or empirical evidence. 4. Research demands accurate observations. 5.

Research involves gathering

of

new data from primary or secondary

sources or using existing data for a new purpose. 6. Research is

more often characterised by carefully designed procedures

that apply strict and impartial analysis of data. 7. Research requires expertise. 8.

Research strives to

objective and logical, applying every possible test to validate the procedures employed, the data collected and conclusions reached.

The researcher attempts to eliminate personal biasness. 9. Research involves the quest for answers to unsolved problems. 10.

Research is characterized by patient and unhurried activity. 11. Research is carefully recorded and reported. 12.

Research sometimes requires courage. 1.1.4

Some Key Concepts used in Research One can understand the process of research methodology and the techniques involved in it. The following concepts are the most important : (1) Theory : The word 'Theory' has also been used in different ways in the different contexts. For our purpose a theory is coherent body of general propositions used as principles or explanation of the relationships of certain observed-phenomena. A key element in the above definition is the term, proposition. So let us see what is a proposition. A proposition is a statement concerned with the relationships

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among concepts. It has to be based on logic. A proposition states that every want either has a certain property or stands in a certain relationship to other events. (2) Concept : A concept is a generalised idea about some occurrence of events

or processes. It is based on empirical events. Concepts are expressed in words that refer to various events or objects. For example, research concepts of 'asset' is an abstract term that may in the concrete world of reality refer to a specific machine. Concepts may be framed at different levels of action. Researcher generally try to explore those concepts which are based upon empirical observations and the theorists translate the conceptualising of reality into abstract ideas. Only when we explain how concepts are related to other concepts then we begin to construct theories. Thus, the difference between a theory and a concept is that concept it is a single phenomenon whereas a theory is an assimilation of many concepts. (3) Hypothesis means tentative or assumed statements : A hypothesis is a proposition that is empirically testable. Every research starts with framing of a hypothesis which is nothing but a tentative conclusion. We try to test it with the help of statistical tools and if, it is tested successfully, we accept the hypothesis. 1.1.5 Significance of Research

All progress is born of an

enquiry.

Doubt is often better than over confidence, for it leads to inquiry, and inquiry leads to

inventions.

Research inculcates scientific and inductive thinking and it promotes

the development of logical habits of thinking and organisation. The role of research in

several fields of applied

economics, whether related to business or to the economy as a whole, has greatly increased in modern times.

Research,

as an aid to economic policy, has gained added importance, both for government and business. Research provides the basis

to

all government policies in our economic system. For instance, government and budget

rest in part

on an analysis of the needs and desires of the people and on the availability of revenues

to meet these needs.

Research has its special significance in solving various operational and planning problems.

Research is equally important for social scientists in studying various social relationships and in seeking answer to various social problems.

Besides the

above points, the significance of research can also be understood keeping in view the following points : (i) To those students, who are to write a

M.Phil or

Ph.D. thesis, research

means to attain

a high position in the social structure. (ii) To professionals in research methodology, research may mean a source of livelihood. (iii) To philosophers and thinkers,

research may mean to outlet for new ideas and insights.

M.Com. Part-I 6 MCOP1104T (iv) To analysis and intellectuals, research means generalisations of new theories. 1.1.6

Criteria

of Good Research 1.

Good research is systematic : It means that research is structured with specified steps to be taken in a specified sequence in accordance with the well defined set of rules. 2.

Good Research is Logical :

This implies that research is guided by the rules of logical reasoning and the logical process of introduction and deduction are of great value in carrying out

the

research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from a premise to a conclusion which follows from that very premise. 3.

Good Research is

Empirical : It implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results. 4.

Good

Research is Replicable : This characteristic allows research results to be verified by replicating the study and there by building a sound basis for decisions. 1.1.6.1

Self check exercise 1 What do you mean by research? Explain its significance 1.1.7

Types of Research Mainly the following types of research is undertaken : (1) Exploratory research (2) Survey research (3)

Experimental research The details of these types of research is discussed in the next part of this lesson. 1.1.7.1

Exploratory research : This is the most important types of research as it draws out the inner most feeling of the respondents. Exploratory research is also useful when a researcher does not have full knowledge about the research problem, importance of exploratory research can be understood by the experience of a diamond company which conducted quantitative exploratory research and found that the decisions regarding the purchase of diamond jewellery are taken by men rather than women. It was found that women played semipassive role before the purchase of diamonds. Through this research, the diamond firm came to know about this new phenomena. Exploratory research is generally quantitative in nature. It provides an understanding of a concept or cristalizes a problem. In such a research, rigourous measurement or quantification or mathematical analysis is not performed. In a nut shell it is quantitative in nature. Exploratory research is a series of informal

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studies to provide background information. A researcher must be creative in the choice of information sources to be investigated. He must be flexible though to investigate all sources that may provide information about the systematic, while designing exploratory research. Purpose of Exploratory Research This type of research is generally conducted for the following purposes : (a) Diagnosing a situation :- Exploratory research helps in clarifying or analysing the nature of a problem. It helps in setting priorities for research. It also provides an orientation for business firms by gathering information on a topic with which the company has a little experience. This type of research is generally done before planning a formal research project. (b) Screening alternative :- Exploratory research may also be used to determine the best alternative out of several opportunities. This exercise is generally done for concept testing in advertising research. (c) Discovering new ideas :- Exploratory research also used to generate new ideas. Sometimes, people have new and different ideas for increasing production, reducing cost of improving products. These ideas can be known and identified by such exploratory research. 1.1.7.2 Survey Research : Survey research is based upon the collection of primary data and its interpretation to reach some tangible conclusions. A survey means asking certain questions to the respondents for gathering information. Questions may be asked either verbally or in a written form. Questions may be asked through the mail, on the telephone or by direct conversation. The type of information gathered in surveys varies considerable depending upon a survey's objectives. Typically, survey investigations attempt to describe what is happening or to learn the reasons for a particular happening. Mostly survey research is descriptive in nature.

Mostly

surveys have multiple objectives. Few surveys gather only a single type of information, for example, an organisations, researcher might conduct a descriptive survey to determine worker's feelings about four days week. But the same survey may also inform use the views of younger generation as compared to the older employees. Although, the surveys are conducted to quantify certain factual information, still certain aspects of a survey may be qualitative in nature. Similarly, most of the surveys are descriptive but some of them may also provide casual relationships. Surveys provide a quick, comprehensive, efficient and accurate

data which help to access

information about the population. These surveys are quite flexible and if properly conducted they are external useful also. Over the past few decades, survey research techniques have become quite scientific and accurate. These surveys have many errors also. These errors cop up either because of erratic sampling or non-adoption of systematic methods described for such sample surveys.

M.Com. Part-I 8 MCOP1104T 1.1.7.3

Experimental Research : We generally associate the general experiment with physical sciences where laboratory experiments are conducted in a controlled situation. The concept of experimentation these days is being widely used in business and social science research also. The purpose of experimental research is to allow the researcher to control the research situation so that causal relationships among variables may be studied. The researcher manipulates a single variable and keeps the other variable constants. The objectives of experimental research are : (i) To explain the relation under pure and uncontaminated conditions. (ii) To test the predictions derived from theory and other researches. (iii) To define theories and hypotheses which can be used to formulate hypotheses related to other experimental/nonexperimental tested hypotheses and to assist in building theoretical statements. Limitations : This method has its own limitations

which are given

as under : 1. The main argument against this method is whether the results obtained through this method are applicable in practical situations or whether they are purely hypothetical. 2. The unit of study in this method is so short and the approach is so short segmental that chances of its application are very few. 3. The degree of manipulation of independent variable pre supposes that the unit of study must be small and experiment must be confined to a short period.

1.1.8 Methods of Exploratory Research Any research starts with gathering information. A researcher may choose anyone of the following three methods of exploratory research : 1.1.8.1 Experience Surveys : The researchers may discuss issues and ideas with top executives and knowledgeable persons having personal experience in the field. Experience surveys may be quite informal discussions and conversations which are intended only to get ideas about the problems. Such surveys are not expected to be conclusive but they initiate the process for further research. The only care that should be taken in conducting such surveys is that knowledgeable people should be selected because they are more articulated individuals. The purpose in such a research is to help to formulate the problem and clarify concepts rather than develop conclusive evidence. 1.1.8.2 Secondary data Analysis : Another quick and cheaper source of exploratory research is published sources. Mostly research has been conducted almost on all problems by some agencies or individuals. Their findings are recorded and published in the form of writing. In commerce and business management, the most authentic secondary data

may be the accounting record or trade and industry associations data.

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Once a situational analysis is using experience surveys, a secondary data analysis is complex, we become clear about the issues which warrant further investigation on the basis of this background information. It is at this point that a research specialist is required. 1.1.8.3 Pilot Studies :

A pilot study is informal exploratory investigation that is carried out to serve as a guide for a larger study planned for a larger survey. This focus group generally discuss the quantitative aspects of the questions which becomes basis for a formal quantitative research project. 1.1.8.4 Focus Group Interview: Focus group interview are so popular these days that many researchers consider it to be the only exploratory research tool. A focus group interview is an unstructured free flowing interview with a small group of people. It is not rigidly constructed question and answer session but a flexible format that encourages discussion on different issues. The group consists of the interviewer or moderator and a few participants (normally 8-12) who discuss a single topic. The moderator introduces the topic and encourages the group to discuss the subject amongst themselves. The primary advantages of focus group interviews are that they must be

relatively brief, easy to execute, quickly analysed and inexpensive. The only limitation of focus group interviews is that a small discussion group is not representative sample. So focus group interviews cannot take the place of quantitative studies. But at the same time, the advantage of such interview is its flexibility. The focus group interview method should be used with the following considerations: (1) The composition of a group should be as homogeneous as possible. (2) The place for such discussions should provide a conducive and natural environment. (3) The moderator should have the capability of focusing on the issue, generating fresh ideas and changing the flow of discussion when required. 1.1.8.5

Case Study Method : The purpose of the case study method is to obtain information from situations which are similar to the problem situation being investigated by the researcher. In this method, we simulate a situation or look at an original situation created in the past and try to analyse it. Like all exploratory research the results from case analysis are also conceptual because the situations are only simulated or imaginative. 1.1.8.6 Projective Techniques : In the case of exploring personal liking or disliking there is no sense in asking direct questions. Individuals attitudes, motivation, reactions and characteristics can be best judged by projective techniques. Under given assumptions of this method that a man does not behave like himself when he talks in his own. But when he is given a aim, he tells the truth. In other words, projective techniques assume that when a person is directly questioned, his true feelings are not expressed because he may be feeling

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embarrassed about the answers that reflect poorly on his self-concept. However, if the respondents are presented with unstructured and ambiguous situations, their true feelings will be expressed. A projective techniques is an indirect means of questioning that enable the respondent to project feeling on to third party. Respondents are encouraged to describe a situation in their own words. Individuals are expected to interpret the situation within the context of their own experiences, attitudes and personality. The most common projective techniques in business research are (1) word association, (2) sentence completion, and (3) third person techniques or thematic appreciation tests. In words association, a list of words is given to the respondent and then he is asked to respond with the first word that comes into his mind. In the case of sentence completion, the respondents are required to complete a number of incomplete sentences with the first word or phrase comes to mind. 1.1.8.7

In-depth Interview : In this case, detailed interviews are conducted and many questions are asked for elaboration of the concept. Unlike the projective techniques, in this case, interviews are supplementary questions to explore everything regarding the issue. The limitations of such in-depth interviews are that very few people cooperate in such interviews. Sometimes, they are not capable or articulating their views. Limitations of Exploratory Research : Exploratory research can never take place of quantitative research. Our experience tells that exploratory research has mostly led to incorrect decisions. The most important thing to remember about exploratory research techniques is that they have limitations. Most of them are qualitative and the interpretation of the findings in only a judgement. For example, the findings from projection technique can be vague. They sometimes produce interesting and surprising hypothesis. Conclusions based on exploratory research are also not fulfilled the need of the researcher. Similarly, findings from focus group interviews are also ambiguous. We do not come to know whether the respondents have understood the problem or not. The size of the sample used for such research is very small which may not be a

representative. Case studies have the disadvantage of being either extremely good or bad examples or a situation rather than average situations. 1.1.9 Methods of Survey Research Survey methods can be classified according to different criteria. They may be classified according to the method of communication, the degree of structure and design of a questionnaire and the time frame in which the data are collected. 1.1.9.1 Personal Interviews : Gathering information through face to face contact with individuals popularly known as personal interviews has a long history. Periodic interviews were used as a basis for fixing tax rates in the ancient empires of Egypt and Rome. Personal interviews are direct communications where interviewers in face to face situations ask questions to the respondents.

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There is a two way conversation between the interviewer and the respondent. Personal interviews may take place anywhere. An important characteristic of personal interviews is the opportunity to probe of a respondents answer in brief or of unclear, the researcher may probe for a clearer or more comprehensive explanation. Although interviews

are expected to ask questions exactly as they appear on the questionnaire, probing allows the interviewers to get a clearer or more comprehensive explanation. Complex questions that cannot easily be asked on telephone or through mail can be handled very skilfully through personal interviews. In the case of personal interviews, a few considerations should be kept in mind to make personal interviews more effectively and productively. These considerations are : (a) The questionnaire should be scientifically designed and there should be a logical sequence between the questions. (b) The interview should not be very long. Limitations of time should be kept in mind. (c) The questions asked during the interviews may be supported by visual aids and thematic. (d) As far as possible a feedback should also be sought to clarify the questions. (e) No personal or embarrassing questions should be asked. (f) An assurance should be given to the respondent regarding the confidentiality of the interview. 1.1.9.2 Questionnaire Method : In some research surveys, the total population or sample is so large widespread or distributed that personal interviews are not possible. In such cases, the information is sought with the help of questionnaires. These questionnaires are mailed to the respondents and the response received is analysed to arrive at conclusions. A questionnaire is different than a schedule.

Questionnaire method is used according to its suitability for the type of information required. It is not feasible to obtain extensive data with the help of questionnaire because in such cases an in-depth interview is required. Questionnaire method is effective only when the respondent is willing to express his reactions clearly. Some research problems are such where the questionnaire will not be responded at all. For example, you can gather some information about the income of a family only through interview or observation, no body will fill up the questionnaire in this case. Moreover, a questionnaire can be a successful source of collecting information. Questionnaire method has the following advantages: (a) In this method, survey staff is not required. (b) Questionnaire method is unbiased as the surveyor is not present on the scene.

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c) We can cover a very large area or a large number of respondents through this method. (d) A fair amount of uniformity is ensured through this method. (e) A fair amount of queries can be maintained through this method. (f) This method provides sufficient time to the respondents to think and send his replies. (g) The information collected through this method is more reliable and dependent. Questionnaire method has the following disadvantages :- (1) This method cannot be applicable where the informants are illiterate. (2) This method involves some uncertainty about the response. (3) The information collected by this method may not be correct. 1.1.9.3 Scheduled Method : Scheduled method is

another form of research. It is quite similar to the questionnaire method with some unique characteristics. In this case a schedule of questions is used by the researcher or the surveyor during personal interview with the respondent. The characteristics of good schedules are the same as that of a questionnaire. 1.1.9.4 Observation Method : Observation method is a technique under which data from the field is collected with the help of observation by the observer. It is an eye connect phenomenon. The basis of observation is curiosity and therefore, the researcher should be curious to observe the object or situation. Many discoveries in the world and many social reforms were made as a results of observation. All observers, while going to the field may have a hypotheses in his mind and observation can be just be chance. In a planned research, observer has to be pre- planned with a definite aim and a hypothesis. Observations can be simple and noncontrolled in which the observation is made in natural course without any outside influence. It can also be a controlled observation in which we plan it according to our objectives. It is generally carried on as an experiment in which certain devices may also be used. 1.1.9.5 Case Study Method : Case study method is another method which is

being

used extremely in social research. It is a fairly exhaustive method of studying a person or a group of persons. The method was introduced in the 19th century for studying family budget in France. Basically, this method deals with analysing the behaviour pattern of a unit or a group or people and its relationship with its environment. This case under the study may be one human individual only or only an episode in the life of a group of persons.

M.Com. Part-I 13 MCOP1104T In case study method, there are certain underlying assumptions. The first basic assumption is that there must be

present an identity of human nature which means that all human beings have a basic identity and basic characteristics of human beings even if the particular time characteristics change. Another assumption is that most person's follow an underlying natural reaction system. Still another assumption is that it is believed that the reactions to certain situations by all human beings are the same. One would expect that the responses of love, hatred, affection or repulsions are almost uniform although there may be slight variation. Advantages : * This method fills in a gap of making the research possible and also meaningful on the problems that would have remained unexplored. * Not repeatable under any circumstances and therefore, historical method serves a ready hand method to the researchers whose problems depend on historical observations. * This method provides very useful information that goes a long way towards the solution of a research problem. Limitations : This method is not free from limitations. The main limitations

are : * Non-matching situations * Over generalizations * Subjective interpretations * Necessary conditions for Historical Research * Selection of a topic for Research * Social insight * Historical orientation * Knowledge of related social sciences * Wide educational back ground * Familiarity with the topic and its objectives * Dispassionate study * Imaginative capacity * Selection and rejection of the material 1.1.10

Methods of Experimental Research The methods based on experiments conducted in a laboratory are defined as Experimental Methods. Hence, it is also known as laboratory research. Generally, laboratory research is done in the fields of physics, chemistry, biology etc. But it is highly useful, though it is difficult, even in social sciences also. The only problem is to set up a social research laboratory, and to create environmental conditions. Then it will produce required/ excellent results.

M.Com. Part-I 14 MCOP1104T 1.1.10.1

Experimental Method : An experimental method

is the proof of a hypothesis which seeks to look up into two factors in

a casual relationship through the study of contracting situations been controlled on all factors except the one of interest the later being either the hypothetical case or the hypothetical effect.

Experimental method implies a controlled observation of a succession of events, its aim is to search for casual connection. 1.1.10.2 Applications of Experimental Method : Experimental method is very useful in economic research. Following techniques are generally adopted as experimental method in economic search. * Model building * Input-output method * Cost benefit analysis method * Linear programming method The purpose of an experimental design is to obtain maximum information with the minimum cost and labour. For this purpose, two groups are chosen in such a manner they do not differ from each other in significant respects except by chance, one of these groups is called as the experimental group and the other as the controlled group. The two groups are then compared in terms of the assumed effect. Main advantages of this method are : The approach is more rigorous. It has the advantages of scientific and vigor and mathematical logic in so far as the entire piece of research work is based on a well founded model. * In comparison to other methods, this approach permits the determination of cause and effect relationship more precisely and clearly. * The method has also advantageous

to identify conditions, a lot of it depends on the behaviour of the respondents. Sometimes this method is criticised on the ground that it does not make any solid contribution to knowledge but merely helps in consolidating the facts that have already been existing. In practice, the use of experimental method in social research is much more complicated. However, despite of many difficulties, this method is now playing an important part in research in psychology, sociology, anthropology and other social sciences. 1.1.10.3 Problems of Social Experiments : The application of the experimental method to human problems has not so successful because one can't investigate it in the similar manner as we explore external values in social science.

M.Com. Part-I 15 MCOP1104T In case of experimental method, setting of experiment

has to be created and it is not always possible in social research. Many difficulties arose in setting the experiment. For successful it is necessary that all other causative factors except the one under study must be strictly unchanged and the particular variable may be varied gradually. It is not possible in practical life to measure values of the variables used for the estimation of regression models without error. All variables in social research are oftenly subject to errors of observation and measurement. 1.1.11 Other Research Methods Following are the other types of research methods which are not

covered under the earlier discussed methods of research : 1.1.11.1 Field Investigation Method :

A field experiment is a research study in a realistic situation in which one or more independent variables are manipulated by the experimenter under as controlled conditions as the situation will permit.

A field experiment is generally credited with a few virtues that are supposed to be unique in this category of a research. These virtues may be listed as (i) the variables in a field experiment (ii) field experiments have the advantages of investigative more fruitfully the dynamics of inter-relationships of small group of variable (ii) Field experiment studies are also ideal to testing the theory and to the solution of the real world problems. 1.1.11.2 Evaluation Research Method : Evaluation research is a recent addition to the types of research. This category of research is called as a product of developmental programming which has been adopted on a very large scale in the recent years. The evaluation is carried out with respect to the broader changes and major objectives of a programme. It is of three type, mainly : (i) Concurrent evaluation (ii) Periodic evaluation (iii) Terminal evaluation * Concurrent evaluation is a continuing process of an inspection of the project that has been launched. * Periodic evaluation takes place at different phases or stages of performance of the project. * Terminal evaluation is the evaluation of the final phase of the project. Once the project has been completed, an overall assessment is made to see to how best a project has served the objectives for which it was launched.

M.Com. Part-I 16 MCOP1104T 1.1.11.3

Action Research Method : This is a recent addition to the research methods. This type of research is conducted through direct action. The actual study may consist of a number of phases, say, base line survey, systematic of action, periodical assessment, etc. A good example action research is a study of test marketing. A base-line survey is initially conducted and the informants are identified, and this is followed by the distribution of the product under study, and then an assessment of survey. 1.1.11.4 Ex-post Facto Research Method : This is an empirical research and the researcher does not have any control over independent variables, because they have already been manifested. Ex-post facto research is systematic empirical inquiry in which the scientist does not have direct control of independent variables because their manifestation have already occurred or because they are heavenly not manipulated. In ex-post facto research, the researcher's control on the behaviour of the independent variables is very weak and in many cases no control is possible.

1.1.11.5 Historical Method : Any research which makes use of observations based on past events is known as research in Historical approach. Its main aim is to apply the method of reflective thinking to social and economic problems still unsolved by means of discovery of past trends of events; facts and attitudes. The historical research should be conducted for critical evaluation and interpretation of historical documents and records in such a manner that general laws, trends or hypothesis can be framed. * Historical research is the systematic and synthesis objective location, evaluation synthesis of evidence in order to establish facts and draw conclusions concerning past events. * Historical method

may be defined as a system in which present day events are studied with reference to the events that took place in the past. 1.1.12 Problems Encountered by Researchers : 1. The lack of a scientific training in the methodology of research is a great implement for researchers. 2. There is insufficient interaction among University research departments and business establishments. 3.

Most of the business units don't have the confidence that the material supplied by them to researchers will not be misused. 4.

Research studies overfalling one another are undertaken quite often for want of adequate information. 5.

There does not exist a code of conduct for researchers and interuniversity and inter-departmental rivalries are quite common. 6.

Many researcher also face the difficulty of adequate and timely assistance from Government.

M.Com. Part-I 17 MCOP1104T 7.

Library facilities are not up to the mark for conducting quality research. 8.

There is also difficulty of timely availability of published data from various recognized agencies.

1.2.1

Objective of the Lesson * To study the various methods of investigation. * To analyse the advantages and disadvantages of each method.

1.2.2 Introduction When any problem is being faced by the society, an inquiry is required in order to solve such problems. Investigation is a device used to inquire the facts about the problem. Jessen defined investigation as "that set of elements, the characteristics of which we want to study."

Generally under social and economic research, importance is given to the following methods.

1.2.3 Methods of Investigation 1.2.3.1 Library Method : In this method of investigation, data relating to problem is collected by making the use of libraries at various levels of study.

Definition: Goode & Hatt, had defined the importance of libraries "This is important because all research inevitably involves the use

of books, pamphlets, periodicals & documentary materials in the libraries."

(a) Importance of library method :- 1. Library method helps considerably in selection of subject matter on the one hand and that of methodology on the other hand.

2. Library is a bundle/storehouse of books. There is abundance of knowledge in library. 3. The researcher should spend time in library to select the research problem and to collect the information on research problem.

4. The data can be collected from books, magazines, journals, periodicals, bulletins, newspapers, thesis etc.

(b) Essentials of good library :- 1. The researcher should select to visit various libraries to collect information and he must particularly visit the library which specialize in the field of study.

2. Before starting the research work, the investigator must write to the concerned libraries about the information required.

3. Being libraries, the storehouse of information, the researcher in advance may select the topic of investigation so that he may not get lost in libraries.

M.Com. Part-I 19 MCOP1104T 4. Researcher must make himself sure' about the sources from where other researcher had collected data, reliability of such data, competence of such persons.

5. The researcher should maintain good cordial relationship with staff of library.

(c) Reference tools of library method : 1. Card catalogue : Each library must have a card catalogue, which lists all the publications available in the library.

The card indicates the name of author, title of the publication, year of publication. So with the help of cards, the investigator can come to know if the library has the required material or not.

2. Index to bibliographies : A bibliography helps knowing source of research material. It has been said that, "It is inadequate as a subject guide mainly because a publication can be assigned only one classification number while its contents may be pertinent to several different subjects."

There are various types of materials which are available in library but can't be traced with the help of cards like periodicals so far that indexes are used.

(d) Some of the indexes are as under : (a) Periodical Indexes : There are articles which appear on different subjects from time to time in periodicals. They are listed in indexes.

(b) National & Trade Bibliographies : These provide a useful information to compile a comprehensive bibliography on various topics.

(c) Subject Bibliography : Most of the relevant material of research can be located here.

3. Library Catalogue : Almost all libraries publish author catalogue of the materials available in their collections because they are the best source of verifying the references.

4. Union Lists : These are publications whose major purpose is to locate and list actual holding of specific publications in libraries of the region.

5. Reference Books : A good research material is however available in these books. These books are not issued and important books are stored as reference books like dictionaries of management, commerce, economics etc.

6. Government Documents :

M.Com. Part-I 20 MCOP1104T There is no Government in the world which does not get the survey conducted.

Government set up committees or commissions so the results of these committees etc. are also there in the library.

1.2.3.2 Case Study : This method is used diversely in the fields of education, sociology, psychology, management, law etc. Under this method of investigation, data is collected from a small unit but in detail.

Definition : P.V. Young has defined the case study as "

Case study is a method of exploring and analysing the life of a social unit,

be that unit a personal, a family, institution, cultural groups or even an entire community".

(a) Features :- 1. Study of Specific Social Unit :- Single social unit is studied like man, woman, children, animals, family, state, nation etc.

2. It is qualitative Study :- It is not concerned with the frequency or quantitative data but it is concerned with qualitative aspect.

3. It is an Intensive Study :- It is an intensive or detailed study of a small unit.

4. It Consumes Long Time :- Being an intensive/detailed/thorough study it consumes long time.

Types of Case Studies : 1. Community Studies :- The unit of study is community eg. Christian Community, Muslim Communities etc.

2. Trace Studies :- These are based on recorded cases obtained from hospital, social worker files, charitable institutions etc. The study involves tracing the individuals concerned and relating their history and background to phenomenon that led to the making of the record.

3. Pilot surveys :-

A pilot survey is an informal investigation that is carried out to serve as a guide for a large study.

4. Activity Study :- The activities or how the work was done or mode of work are studied intensively.

Use of Case Studies :- As a method of research, case studies are used in many settings as under: Social Science, Economics, Political Science, Public

M.Com. Part-I 21 MCOP1104T Administration, Religion, Psychology, Sociology, Organisational and Management Studies.

(b) Prices/Procedure of Case Studies :-

1. Brief Statement of the problem will include :-
 - selection of cases - types of units - number of cases - scope of analysis
2. Description of the course of events and their determinant factors :- In the case study method, the sequence of events is important i.e. how the events happen over time, and motivating factors are also noted.
3. Analysis of factors :- The collected data is arranged and processed or analysed in a study.

Sources of Case Study :- The main aim of researcher is to elicit maximum information so he collects data in two ways:-

1. Data Collection in Oral Form :- The main form of collection of data are interviews, oral talks, experimental studies, observations etc. Intelligence tests, behavioural tests and psychoanalytical tests are also resorted these days to observe and understand the complex human mental structure and the emotion which deeply influence behaviour in the society.
2. Written and Preserved Data :- It can be in the form of bibliographies, personal accounts, autobiographies, memories, first person narratives, letters and field records. Personal diaries are excellent source of daily happenings.

Source of Evidence :1. Documentation :- Documentary information is likely to be relevant to every case study topic. This type of information can take many forms and should be the object of explicit data collection plans.

2. Archival Records :- These records are relevant in case studies e.g. service records, organizational records, maps, charts, diaries etc.
3. Interview :- It is also one of the most important sources of case study. It can take any form but the most important form is open-ended form.
4. Direct Observation :-

M.Com. Part-I 22 MCOP1104T By visiting the site, an investigation is creating an opportunity for direct observation.

5. Participant Observation :- It is a special mode of observation in which the investigator is not merely a passive observer but may play a role in case study.

(d) Advantages :-

1. Small unit is studied in case study so it consumes less time, less resources and it enables a thorough study, microscopic study or detailed analysis.
2. Formation of evidential hypothesis : The conclusions are drawn after a thorough study, so it is possible to make evidential hypothesis.
3. Case study opens up a vast field of experience for researcher because he has to study all the varied factors of life in case study.
4. Variety of techniques like interviews, questionnaire, oral discussion, documents, letters, diaries etc. are used.
5. Provides basis for generalizations : The causes and effects being studied in detail provides, the basis to make generalization.

(e) Limitations :-

1. Limited Scope of Study :- In case study method only a limited or few units are studied.
2. Consumes Time :- This method is costly, time consuming and wasteful in certain cases where the objectives are limited.
3. Unscientific Method :- The case study rarely uses any scientific method of collecting data.
4. Biasness may creep in or data may be effected because of perception of researcher.

1.2.3.3 Survey Method :-

The word survey has been derived from the words Sur or Sor and Veeir or Veoir which means to oversee. So survey means to look over something.

Definition: Herman N. Morse "Survey is in brief, simply a method of analysis in scientific and orderly form for defined purpose of given social situation of problem or population."

Surveys are probably as old as civilization. Herodotus had mentioned about a survey of population and wealth in Egypt in 300 B.C. We read of collection of economic statistics in India in Kautilya's Arthshastra. Ain-e- Akbari mentions that data regarding land and its yield was collected during the reign of Emperor Akbar. Survey in modern times- During this period, the survey movement gathered momentum and a fairly large number of surveys were undertaken. In 1928 Eaton M.Com. Part-I 23 MCOP1104T & Harrison compiled a bibliography of social survey and listed 2775 completed survey till 1927 in USA alone. So, this method is gaining almost importance.

(a) Characteristics of Surveys :- The survey has the advantage of being an extremely effective way of gathering information from a large number of sources relatively cheap and relatively short time. Facts once gathered through the use of questionnaires, interviews, standardized tests and the analysis of such information has enabled decision to be made which transformed many administrative, financial and other practices.

(b) Types of Survey :

1. General or specific survey: When a survey is conducted for collecting general information about any population, institution or phenomena without any particular object or hypothesis it is known as a general survey.
2. Specific surveys are conducted for specific problems or for testing the validity of some theory or hypothesis.

Regular or Adhoc Survey :- When survey is conducted at regular intervals by body/individual/ organisation census survey. . Adhoc Survey :- When survey is conducted for some particular purpose & is over after object is achieved it is adhoc survey. 3. Primary/Secondary Survey :- In Primary Survey, data is collected by surveyor himself but in secondary survey, data is not collected by surveyor but he depends on the data already collected. 4. Open/Confidential Survey :- When the nature and results of survey are open to public or organisation, it is open survey and when the results are not open and are meant for surveyor. It is called confidential survey. 5. Census or Sample Survey :- In a census survey each and every unit of the population is to be contacted and information is collected from all such units but in sample survey few units are contacted and generalizations are made for whole of the population. (c) Objectives of Survey :- The survey may be motivated by a number of objectives some of them are as under :- (i) Collection of detailed information about a problem under study. (ii) For explanation of phenomena. (iii) To test the hypothesis. (iv) To find out problem of social disorganisation and social stratification.

M.Com. Part-I 24 MCOP1104T (d) Planning the Survey :- Following are the steps to plan the survey :- 1. Selection of the Problem :- The first basic essential thing is to select the problem. Various factors are kept in mind like interest of researcher, simplicity, objectivity etc. The nature of surveyor, the results of survey will depend on problem selection. 2. Preliminary Preparations :- After selecting the problem, they researcher must acquaint himself with problem, the research work already done by others, review of literature etc. 3. Selection of Sample :- As the social phenomenon is very fast, it is difficult to contact all the units, so a few units are selected to represent whole of population. So, to study the problem, sample will be selected either randomly, through quotas, lottery method, cluster, stratified, best judgement method etc. 4. Nature of Information to be Collected :- Preplanning should be done before starting research work about the nature of information i.e. what information is required, how much it is required, when it is required. The data can be collected, through questionnaire, schedules, interviews etc. 5. Organisation and Conducting of Survey :- Next step is to conduct the survey actually. The surveyors will go to field and collect data to prove or disapprove the hypothesis. 6. Report :- After drawing the inferences, next step is to present these inferences in form of reports. (e) Advantages :- 1. It helps in studying the problem deeply and intensively. 2. It is possible to come in direct contact with the respondents. 3. This method permits greater objectivity. The large number of field workers reduces the biasness. 4. General surveys bring into light a number of problems and propositions that would not have been possible by pure theoretical analysis. 5. This method is one of the most widely used method. In case of social sciences where experimental method is not easily possible, survey method is most scientific method for providing reliable data. (f) Disadvantages:- 1. It requires huge funds which are not easily affordable. That is why surveys are either undertaken by Government or other institutions. 2. It is a prolonged process and consumes lots of time. 3.

The reliability and efficiency of survey depends upon the honesty, efficiency of field workers and company operation of respondents which are seldom fully met.

M.Com. Part-I 25 MCOP1104T 4. Most of the surveys are conducted on sample basis and the information collected is subject to sampling error. 5. Surveys are more useful in studying the current problems about which respondents can provide information from their memory, so to solve historical problems this method is not useful. 1.2.3.4 Experimental Method :- An experiment refers to that portion of research in which variables are manipulated and their effects on other variables are observed. Definition :- In words of Greenwood, "

An experiment

is proof of a hypothesis which seeks to look up two factors in

a casual relationship through the study of contracting situations which have

been controlled on all factors except the one of interest the latter being either the hypothecial case or hypothetical effect." (

a) Types of Experiments :- 1. Natural Experiments :- These experiments are conducted in natural settings. These type of experiments are conducted to study the effect of advertising techniques effectiveness of political propaganda. 2. Trial and Error Experiments :- The study/experiment is not conducted according to preplanned way Experimenter/Researcher just conduct experiment in number of ways. The hypothesis is tested in various conditions. 3. Ex-post Factor Experiments :- This experiment is conducted to study the varying influence of two identical factors. (b) Advantages:- 1. The cause and effect relationship is clearly established. 2. It is the best method to test the hypothesis because scientific method is used to test the hypothesis. 3. This method is more precise and accurate to solve the research problem. (c) Disadvantages :- 1. The situations in social sciences are not fully controllable, so in those situations it is difficult to test the hypothesis. 4.2.3.5 Action and Evaluation Method :Action Method : In the action method of research-investigation, a direct action is taken to investigate the facts concerned with the given problem. Action refers to any activity that is carried on to make an enquiry to provide solution on workable problem. (a) Phases in Action Method :- 1. Base line Survey :- To know the basis of the problem, all the information is gathered relating to such problem .

M.Com. Part-I 26 MCOP1104T 2. Launching the Action :- To go deep in the problem or to understand it in a better way an action is launched. 3. Review of Project :- After launching the action, project is reviewed to assess as to what is the effect of action on it. 4. Modifications and Improvements :- After reviewing the assessment, necessary modifications and improvements are introduced to the functional aspect of project. 5. Evaluation :- At the end, whole of the project after launching the action is evaluated. (b) Advantages :- 1. It provides direct action-oriented solutions to the problem and sometimes, plays very active role to improve the existing solutions of the problems. 2. It has wider scope of applicability. 3. It increases the knowledge of investigator. (c) Disadvantages :- 1. Lack of co-ordination between investigator and respondent makes a distortion in work. 2. It is more time consuming. (d) Evaluation Method :- In this method the investigation is carried on to evaluate the performance of those programmes that have already been implemented. The success of the method depends upon the knowledge of investigator about the aims of programme and its implementation process. (e) Types of Evaluations :- 1. Periodic Evaluation :- This type of evaluation is used to access a performance of programme periodically. 2. Concurrent Evaluation :- In this, a programme is evaluated side by side of its implementation. 3. Terminal Evaluations :- It takes place when programme is completed. 1.2.3.6 Self check exercise

1 Explain the various methods of investigation? 1.2.4 Research Problems

Research Problem refers to

some difficulty which a researcher experiences in the context of either a

theoretical or practical situation

and wants to obtain a solution for the same.

Defining a research problem

is one of the most important parameter for conducting a relevant research. Following are some of the important points that should be taken very seriously :

M.Com. Part-I 27 MCOP1104T 1. First step is the general description of the problem. For this purpose, the researcher must have the thorough knowledge of the subject undertaken. The problem stated in general way, may contain some doubts which are resolved by rethinking of the problem. 2. The next step is the knowledge of the origin and nature of problem. For a better understanding the researcher can take the advice of expert persons in the relevant field. 3. All the available literature concerning the problem must be thoroughly examined before giving a final definition of problem. This process will help the researcher to find out gaps in the present study and accordingly the researcher can define the problem. 4. The researcher must discuss the problem with his colleagues and others who have knowledge of the field. This will help in generating new ideas regarding the problem.

1.3.0 Objective of the lesson The main objective of the lesson is to understand and explain steps of formulation of research process and problems. This lesson helps us how to determine hypothesis design of research process analysis and interpretation of research report. 1.3.1

Introduction

Research methodology is a way to systematically solve the research problems.

It

is necessary for the researcher to know not only the research methods/techniques but also the methodology.

They are not only need to know how to develop certain indices or tests

such as calculation of mean, mode etc or how to apply research techniques in particular,

they also need to know which of these methods are relevant and which are not, what would they mean and indicate and why.

So

research methodology has many dimensions and research methods do constitute a part of research methodology. 1.3.2

Research Process

Research process consists of series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps.

These steps

are

not mutually exclusive, nor they are separate and distinct. They do not follow each other in a specific order.

However the following sequence provides a

useful procedural guidelines regarding the

process. 1.

Formulating the research problem 2. Extensive literature survey 3. Developing

the hypothesis 4. Preparing the research design 5.

Determining

the

sample design 6. Collecting the

data 7. Execution of

the project 8. Analysis of data 9. Hypothesis testing 10. Generalization

and Interpretation 11. Preparation of the report . 1.3.2.1

Formulating

the Research Problem :- At the

first glance, it would seem fairly easy to see and pose a problem for study. But the experience of researchers is summed up in the ad-age. It is often more difficult to find and frame the problem, rather than to solve it. Problem means what the researcher wants to solve. It is the main concentration of whole of the research work. The problem is of two types: (i)

Which relate to state of nature.

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ii) Which relate to relationship between variables. So whole of the study research is conducted after setting the problem.

The problem once set is not rigid in nature, but problem can change also. So initially the problem is set in a broad way or in a general way after defining/ redefining the problem it can be formulated

in a specific way. Essentially

two steps are involved in framing the problem: (i) Understanding the problem thoroughly (ii) Refreshing the same into meaningful terms from analytical point of view.

There are number of sources of selecting the problem :(a) Existing trouble (b) Literature study (c) Discussions (d) Expert

advice (c) Studies already made 1.3.2.2 Extensive Literature Survey :- Means a broad/wide survey of literature on the selected problem. So whatever the material on such specific topic or on other related fields

are

available are to be surveyed by the researcher. So

for this abstracting and indexing journals bibliographies are the first place to go.

Academic journals, conference proceedings, govt. reports, books must be tapped depending on the nature of problem.

It should be remembered that

in survey of literature one source will lead to other. So a good library is of immense use at this stage of surveying of

literature. 1.3.2.3 Developing the Hypothesis :- Hypothesis is derived from two words hypo + thesis. Hypo means tentative or assumed, thesis means statements. So hypothesis is a set of declarative statements or sentence which is to be proved or disapproved. So after setting the problem in hypothesis framing answers to such problems are decided in advance.

Hypothesis

are answered to such problems. After conducting an extensive, literature survey, the researcher should able to state in clear terms the working hypothesis. These are the assumptions

made in order to draw out and test its logical

consequences. Every hypothesis framed should

possess the following features- clarity, simplicity, declarative sentence form, capable of testing etc.

The

role of hypothesis is to guide the researcher by determining the area of research and to keep him on the right track. It sharpen the

thinking and focuses attention on the more important fact of the problem. It also indicate the requirement of

type of data. The hypothesis can be developed by :- (i) Discussing it

with colleagues and experts about the problem, its origin and the objective in seeking

the problem. (ii)

Examination of data and records, if available concerning the problem for possible trend, peculiarities and other clues.

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iii) Review of similar studies

or related studies. (iv) Personal, investigation like interviews, surveys etc. Thus hypothesis

arise as a result of prior thinking about the subject, examination of available data and material including related studies and the counsel of experts and interested parties. Working

hypothesis

are more useful when stated in precise and clearly defined terms.

There are two types of hypothesis framed by researcher: (i) Null hypothesis (ii) Alternative hypothesis. Null hypothesis is that hypothesis which researcher wants to disapprove and alternative hypothesis is one which the researcher wants to prove.

Another important concept in testing hypothesis is level of significance. It is always certain %age chosen with great care. It means the chances of or willingness to take the risk by accepting null hypothesis e.g. if level of significance is 5% it means that there are 5% chances of accepting wrong hypothesis and 95% level of confidence i.e. accepting a true hypothesis.

There are various steps to test hypothesis :- (i) Making a formal statement :- null hypothesis (H_0) or alternative hypothesis (H_a). (ii) To select a level of significance. (iii) To select the appropriate sampling distribution. (iv) To select the random sample and compute appropriate value from sample data. (v) To calculate probability and compare probabilities with the relevant table values. Statisticians have developed several tests of hypotheses. Parametric and Non-parametric tests so by using these tests one can test hypothesis to be true/false.

1.3.2.4 Preparing the Research Design :-

Research design is preparing the blue print for action i.e., how the research will be conducted or

to state the conceptual structure within which research will be conducted. The preparation of such a design facilitates research to be as efficient as possible yielding maximum information.

In other words,

the function of research design is to provide for the collection of

relevant evidence with

minimal expenditure of

effort, time and money.

But how all these can be achieved depend on research purpose.

Research purpose may be grouped into four categories :- Exploration -

Descriptive - Diagnosis - Experimental So research design differs in all cases.

A flexible design which

provides opportunity for considering many different aspects of

problem is considered appropriate

if the purpose is that of exploration. But when purpose happens to

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be

accurate description of a situation or of an association between variables,

the suitable design will be one that

minimizes bias and maximizes the reliability of data collected and

analysed.

There are several designs, such as experimental and nonexperimental hypothesis testing.

The preparation of

research design, appropriate for a particular research problem, involves to consider action of

following :(i) The means of obtaining the information. (ii) The availability and skills of the researcher and his staff. (

iii)

Explanation of the

way in which selected means of obtaining information will be organised and the reasoning leading to the action. (iv) The

time available for research. The cost factor relating to

the research Types of

Research Design (i)

Research design in case of exploratory research studies. (ii) Research design in case of hypothesis-testing

research studies. (iii) Research design in case of descriptive and diagnostic research studies (

iv) Research design in case of

experimental studies -

Completely randomized design - Randomized block design - Latin Square design - Factorial Designs

Research Design Exploratory Descriptive Overall design Flexible Rigid Sampling design Non-probability Probability
Statistical design No preplanned Planned Observational design Unstructured Structured Operational design No fixed
decision Advanced decisions 1.3.2.5 Determining
the

Sample

Design :- A sample design is a definite plan for obtaining a sample from a given population.

It refers to

techniques or procedure or way the researcher

will select units. As whole of the units or census method is impossible. 1.3.2.6.

Collecting

data :- Having formulated a research problems, developed a study design, constructed a research instrument and selected a sample, you then collect the data from which you will draw inferences and conclusions for your study.

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Many methods are there to gather the desired information. As a part of the research design, you have

decided upon the procedure you wanted to adopt to collect your data. At this stage, you actually collect the data. For example, depending upon your plans, you might commence interviews, mail out a questionnaire, conduct nominal/focused group discussions or make observations. 1.3.2.7

Execution of the project :- This is a very important step in the research process. If the execution of the project proceeds on correct lines, the data to be collected would be adequate and dependable.

The researcher should

see that the project is executed in a systematic manner and in time.

If the survey

is

to be conducted by means of structured questionnaires, data can be readily machine processed.

A careful watch should be kept for unanticipated factors in order to keep the survey as much realistic as possible.

The

steps should be taken to ensure that the survey is under statistical control so that the collected information is in accordance with predefined standard of accuracy. 1.3.2.8

Analysis of data :-

The

analysis of data requires a number of operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences.

The unwieldy data should be condensed into a few manageable groups and tables for further analysis. 1.3.2.9

Hypothesis testing :- After analysing the data, the researcher is in a position to test the hypothesis, if any, he had formulated earlier. Do the facts support the hypothesis or they happen to be contrary? This is the usual question which should be

answered

while testing

hypothesis various

tests such as chi square test, t-test, F-test have been developed

for

the purpose. 1.3.2.10

Generalizations

and Interpretation :- If a hypothesis is tested and upheld several times, it may be possible for the researcher to arrive at generalisation i.e. to build a theory.

As a matter of fact,

the

real value

of research lies in its ability to arrive at certain generalisations.

If the researcher had no hypothesis to start with, he might seek to explain his findings

on

the basis of some theory. It is known as interpretation. 1.3.2.11

Preparation of the Report :- Finally, the researcher has to prepare the report of what has been done by him.

Writing of report must be done with great care.

The layout of the report should be as follows : (i) Preliminary pages (ii) The main text (iii) The end matter 1.3.3

Hypothesis

Hypothesis is considered as the main tool in research. Its main function is to suggest new experiments and observations.

Hypothesis is

defined

as a proposition or set of propositions set forth as an explanation for the occurrence

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of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable

in the light of established facts.

Hypothesis is a predictive statement, capable of being tested by scientific methods.

There are two types of hypothesis : (1) Null Hypothesis (2) Alternate Hypothesis Null hypothesis is one which the researcher wishes to disprove and

alternate

hypothesis is one which the researcher wishes to prove. 1.3.4

Characteristics of Hypothesis 1. Hypothesis should be clear and precise. 2. Hypothesis should be capable of being tested.

3. Hypothesis should state relationship between

variables. 4. Hypothesis should be limited in scope and must be specific. 5. Hypothesis should be consistent with most known facts. 6. Hypothesis should be accepted in simple terms so that it is easily understandable by all the concerned people.

Statisticians

have developed various test for hypothesis. These are classified as : a.

Parametric Test b. Non-Parametric Test Parametric Tests usually assume certain properties of the population from which we draw samples assumptions like observations come from normal population, sample size is large etc. must hold good before parametric

tests are used. But sometimes researcher cannot make such assumptions in such situations non- parametric tests are used. 1.

Research Question: A clear and focused question that defines the scope and purpose of the research. It guides the study and helps in formulating hypotheses. 2. Hypothesis: A testable statement or prediction about the relationship between variables. It is based on existing knowledge and is subject to empirical verification. 3. Literature Review: A critical examination of existing research and scholarly works related to the research topic. It helps identify gaps in knowledge and provides a theoretical foundation for the study. 4. Methodology: The overall approach and techniques used to conduct the research. It includes the research design, data collection methods, and data analysis techniques.

M.Com. Part-I 34 MCOP1104T 1.4.0 OBJECTIVES After reading this chapter, the reader should be able to : • Differentiate between the different techniques of data collection. • Enumerate the factors to be kept in mind while designing a questionnaire. • List the issues of consideration and difficulties while data collection is made. 1.4.1 INTRODUCTION

Sources of data can be Internal or External. Internal data is collected from the activities within the firm or the agency itself. For example, the Private agencies like banks and industrial concerns regularly compile figures on their assets and liabilities, number of employees in case of employees, etc. External data can be (i) Primary, (ii) Secondary 1.4.2 PRIMARY DATA In the words of Wessel, Willett and Simone, "Data originally collected in the process of investigations is known as primary data". Primary data consists of figures collected at first hand in order to satisfy the purpose of a particular statistical enquiry. Primary data is generally collected by an authority conducting enquiry. The same authority makes analysis, interpretations and publishes the data. Primary data is the best for the statisticians who are aware of their goals, precise definitions and techniques of measurement to make the data perfectly suitable to their requirement. Primary sources usually have more detailed information particularly on the procedures followed in collecting and compiling the data. 1.4.2.1 MERITS OF PRIMARY DATA (1) It is original in nature. (2) It is more reliable, authentic and accurate.

M.Com. Part-I 35 MCOP1104T (3) It can be used with greater confidence because the enquirer knows its origin, coverage and definitions. (4) It is generally free from bias. (5) It exactly matches the needs of the project. 1.4.2.2 DEMERITS OF PRIMARY DATA (1) It is expensive (2) It is time consuming (3) Sometimes it may be difficult to approach the exact source. (4) Collection of primary data usually involves creating new definitions and measuring instruments such as questionnaires or interview forms and training people to use these specifically designed instruments. 1.4.3 SECONDARY DATA Secondary data consists of figures which were collected originally to satisfy a particular enquiry but are being used now for different enquiry. They are often used because they are readily available. In the words of M.M. Blair, "Secondary data means which is already in existence, and which have been collected/or some other purpose than the answering of the question in hand" According to Wessel, "Data collected by other persons are called secondary data". Sources of Secondary data are published and unpublished Government, Semi- Government magazines, reports and research papers. Secondary data is not necessarily an inferior source. In most of the practical work, a secondary source is just as acceptable as a primary source, but proper care has to be taken while using secondary data. 1.4.3.1 Merits of Secondary Data (1) It is readily available. (2) It is much less expensive as compared to primary data. (3) It is less time-consuming as compared to primary data. 1.4.3.2 Demerits of Secondary Data (1) There is a possibility that proper procedure might not have been followed in their collection. (2) These may not be relevant in the present context. (3) These may to be free from personal bias and prejudices (4) These not have the needed accuracy or reliability. (5) These may not be adequate. (6) Proper care and precautions have to be taken before using the secondary data.

M.Com. Part-I 36 MCOP1104T (7) It may be outdated. 1.4.4 CHOICE BETWEEN PRIMARY DATA AND SECONDARY DATA This investigator must decide whether he should use Primary data or Secondary data for his investigation. While making choice between these two types of data, he should consider the following points: (1) Nature and scope of the enquiry (2) Availability of financial resources (5) Availability of time (4) Degree of accuracy required In actual practice most of the statistical analysis rests upon the Secondary data. Primary data is used only in those cases where the Secondary data do not provide an adequate basis for the analysis. 1.4.4.1 Self check exercise 1 Explain the major sources of data in research? 1.4.5 SOURCES OF COLLECTION OF DATA 1.4.5.1 COLLECTION OF PRIMARY DATA 1. Direct Personal Interview (Or Investigation) This method of data collection is suitable when the field of enquiry is limited or the nature of enquiry confidential and when maximum degree of accuracy is required. In this method the investigator contacts each informant personally and conducts on the spot enquiry. The investigator must be skilful, tactful, accurate, amiable and neutral. In the words of W.I. King, "This type of enquiry while admirable because of additional accuracy due to personal supervision must not cover too narrow a field to be representative and is also liable to too large an injection of the Personal element. The prejudices and the desires of the investigator become too often unconsciously woven into the fabric of his conclusions."

Merits 1. Original data are collected by this method. 2. As the data are collected by one person there is uniformity in collection of data.

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The required information can be properly obtained. 4. There is flexibility in the enquiry as the investigator is personally present. 5. Information can be obtained easily from the informants due to a personal interview. 6. Since the enquiry is intensive and in person the results obtained are normally reliable and accurate. 7.

Informant reactions to questions can be properly studied. 8. Investigators can use the language of communication according to the educational standard

and attitude of the informant and collect exact and accurate data. 9. It permits probing to explore the facts in depth. 10. Promptness is assured.

Limitations 1. This method can be used when the field of enquiry is small. It cannot be used when field of enquiry is wide. 2. It is a costly method and consumes more time. 3. Personal bias can give wrong results. 4. Investigators need to be trained and supervised for the job, otherwise results obtained may not be reliable. 5. This method is lengthy and complex.

2. Indirect Personal Interview (

Or Indirect Investigation) This method is used when the informants are reluctant to give information or the data is complicated in nature and it is difficult to get them directly. The information is collected orally from other persons who are expected to possess the necessary information. These other persons are known as witnesses. This method is adopted in the following situations: (a) When the direct sources do not exist. (b) When the direct sources cannot be relied upon. (c) When the direct sources are indifferent on their part. (d) When the area of investigation is large (e) When the expert information is needed. This method is used by committees and commissions appointed by Government. They gather facts about different problems by asking and cross-examining different types of people who appear as witnesses.

An informant should be a person (1) who is not biased or prejudiced, (2) who

must know the facts of problem. (5) who must be capable of answering correctly

and giving true information, and (4) who is not motivated to give colour to the facts. The collected data are required to be given due allowance for the conscious and unconscious

M.Com. Part-I 38 MCOP1104T bias of the informant. For the success of this method. It is necessary that the evidence of one person alone should not be relied upon; the opinions of various persons should be obtained to find out the real and true picture of the situation. Merits 1. This method covers a wide area of investigation. Whenever the informant in direct investigation is reluctant to give information, or cannot be contacted this method is a good alternative. 2. As the information is obtained from the third party, it is more or less free from bias of the investigator and the informant. 3. It saves labor, time and money 4. As the information covers a wide range, different aspects of problems can be properly studied. 5.

An opinion and suggestion of experts can be obtained. 5.

Information From Correspondents In

this method, local agents or correspondents are appointed in different parts of the investigation area. These agents regularly collect information according to their own judgment and own method and supply the information to the central officer or investigator. Radio and newspaper agencies generally obtain information about strikes, thefts, accidents, etc. by this method. It is adopted by Government departments to get estimates of agricultural crops and the wholesale price index number.

It is suitable when the information is to be obtained from a wide area and where a high degree of accuracy is not essential. This method is

suitable when: 1. Very high degree of accuracy is not required 2. Regular and continuous information is needed. 3. The area of investigation is large enough. Merits 1. Information is received regularly. 2.

This method is comparatively cheap. 3.

It gives results easily and promptly 4. It can cover a wide area under investigation 5.

It is particularly useful for special purpose enquiries like inviting price quotations from different group markets etc.

Limitations 1. In this method, original data is not obtained. 2. It gives approximate and rough results. 3.

As the correspondent used his own judgment, his personal bias may affect the accuracy of the information sent.

M.Com. Part-I 39 MCOP1104T 4. Different attitudes of different correspondents and agents may increase errors. 4.

Mailed Questionnaires A list of questions relating to inquiry, which is called schedule or questionnaire is prepared.

Space is provided

for each answer. Schedules are sent to informants by post, with a request to answer and return

the same within a specified time. Prepaid postage stamp is generally affixed on the schedules, and assurance is also given with regard to secrecy of communication.

The success of this method depends on the cooperation extended by the informants and the manner in which the questionnaire is drafted. Merits 1. A large field can be studied by this method.

We

can use this method in case where informants are spread over a wide geographical area. 2.

This is not an expensive method. It is cheap as mailing cost is much

less than the cost of personal visits. 3. We can obtain original data by this method. 4. It is free from the bias of the investigator as the information is given by the informants themselves.

Limitations 1. It may be difficult to get the cooperation of the informants in all cases. Some times they may not send back the schedules. 2. Schedules sent back

by the informants may be incomplete or inaccurate and it may be difficult to verify the accuracy. 3.

There may be delays in getting replies to the questionnaires. 4. This method can be used only when the informants are educated or literate, so that they return the questionnaires duly read, understood, and

answered. 5. There is a possibility of getting wrong results due to partial responses and those who do answer may not include certain

information which is essentially required. This method is suitable for the following situations:

When it is compulsory by law to fill the questionnaire, e.g., Government agencies compel banks and companies, etc, to supply information regularly to the Government in a prescribed form. This method can be successful when the informants are educated. 5.

Questionnaires Filled By Enumerators (Scheduled)

Mailed questionnaire method poses a number of difficulties in collection of data.

In many cases, the filled questionnaires received are incomplete, inadequate and unrepresentative.

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The second alternative approach is to send trained investigators or

enumerators

to informants with standardized questionnaire which are to be filled in by the investigators themselves.

The investigator helps the informants in recording their answers. The investigators should be honest, tactful and painstaking. This is the most common method used by research organizations. They trained investigators properly and specifically for the purpose of an enquiry and also train them in dealing with different persons tactfully to get proper answers to the questions under study. The statistical information collected under this method is highly reliable. Merits 1. It can cover a wide area. 2. The results are not affected by personal bias. 3. True and reliable answer to difficult questions can be obtained through establishment of personal contact between the enumerator and

the

informant. 4. As the information is collected by trained and experienced enumerators, it is reasonably accurate and reliable. 5. This method can be adopted in those cases also where the informants are illiterate. 6. Personal presence of the investigator assures complete response and the

respondents can be persuaded to give the answers to questionnaire. Limitations 1. It is an expensive method as compared to other methods of primary collection of data, as the enumerators are required to be paid. 2. This method is time consuming since the enumerator is required to visit people spread out over a wide area. 3. This method needs the supervision of investigators and enumerators, 4. Enumerators need to be trained. Without proper training, enumerators may collect vague and incomplete information leading to wrong conclusions. 5. It needs a large group of investigators to cover the wide area of universe and therefore it can be used by bigger

organizations. 6. Miscellaneous Techniques of Primary Data Collection 1.

Warranty Cards: warranty cards are usually postal sized

cards which are used by dealers of consumer durables to collect information regarding their products 2.

Distributor or Store Audits: In the method, the

distributors get their retail stores audited through salesmen and use such information to

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estimate market size, market share, seasonal purchasing pattern and so on 3.

Pantry Audits: pantry audit technique is used to estimate consumption of the basket of goods at the customer levels, wherein the investigator collects an inventory of types, quantities, and prices of commodities consumed. 4.

Consumer Panels: an extension of the pantry audit approach on a regular basis is known as Consumer Panel, where a set of customers are arranged to come to an understanding to maintain detailed daily records of their consumption and the same is made available to

the investigator on demand. 5. Use of Mechanical Devices: in this

eye cameras are designed to record the focus of eyes of a respondent on a specific portion of a sketch or a diagram or written material, which in turn is useful in designing advertisement material. 6. Projective Techniques:

in such techniques, the individual's responses to the stimulus - situation are not taken at their face value.

Rather the

responses to these stimuli are interpreted as indicating individual's own view, his personality structure, his needs tensions etc in the context of some pre-established conceptualization of what the individual's responses to the stimuli mean. 7.

Depth Interviews:

Depth interviews are those interviews that are designed to discover underlying motives and desires and are often used in motivational research. Such interviews are held to explore needs, desires and feelings of respondents. 8.

Content analysis: This technique

consists of analyzing the contents of documentary materials such as books, magazines, newspapers, journals etc

and the content of all other verbal materials which can be either spoken or pointed out.

The analysis of content is a central activity whenever one is concerned with the study of the nature of verbal materials.

1.4.5.2

Drafting the Questionnaire (Qualities of a Good Questionnaire) Following are the basic principles for drafting the

questionnaire: 1. Covering letter : The person conducting the survey must introduce himself and make the aims and objectives of the enquiry clear to the informant. A personal letter can be enclosed indicating the purposes and aims of enquiry. The informant should be taken into confidence.

He should be assured that his answers will be kept confidential. A self - addressed

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and stamped envelope should be enclosed for the convenience of the informant to return the questionnaire 2. Number of questions- Minimum number of questions based on the objectives and scope of enquiry only should be asked. More the number of questions. Lesser the possibility of good and proper response. Fifteen to twenty five questions should be sufficient for making the required enquiry, Lengthy questions should preferably be divided into simple parts, and irrelevant questions should be avoided. 3. Personal questions- personal questions like asking about his addictions should be avoided. The Informant may not desire to answer such questions which may disclose his confidential, private or personal information. Questions affecting the sentiments for the informants should no be asked. 4. The questions should be simple and clear- The language of the questions should be easy to understand 5. The questions should be arranged logically- It helps in classification and tabulation of data. It is not logical

to ask a man his income before asking him whether he is employed or not.

There should be a proper sequence of the questions. 6. Instructions

to the Informants- Clear and definite instructions for filling in the questionnaire and address where completed questionnaire should be sent must be given. 7. The questions should be divided and subdivided under different heads and subheads- The question should

be divided and subdivided under proper heads and subheads and should be properly numbered for the convenience of the informant and the investigator 8. Multiple Choice Questions- Questions should be

framed in such a way that the answers are factual or objective and

the informant should be able to give the answers simply by using a tick mark in the blank

Which of the following languages you use most for writing? (Put a tick mark) 1. English 2. Hindi 3. Punjabi 4. Urdu 5. Any

other 9. Simple Alternative Questions. (Yes/No) As far as possible the question

should be framed in such a way that they are answerable in 'Yes' or 'No' or 'Right' or 'Wrong'

e.g. ❖ Are you married? Yes/No ❖ Are you employed? Yes/No 10. Specific Information Questions. We get specific answers to certain types of questions. These questions are simple and direct.

M.Com. Part-I 43 MCOP1104T ❖ In which class do you read? ❖ How many brothers have you? ❖ What is your mother tongue? ❖ What is your father? 11. Open Questions -

Open question makes the informant free to give any reply he chooses. Such questions

are difficult to tabulate and increase labor in statistics work and should be minimum in number in questionnaire.

Example: (a) Suggest the measures to solve the problems of poor students in University of Delhi. (b) How will you solve the wage problem in your industry? 12. Relevant Question-

The question should be directly related to the point under enquiry for which the data is being collected. 15. Avoidance Of Leading Questions- As far as possible leading questions should be avoided. Why do you like Taj Mahal Tea? Instead of such simple question, two questions can be framed for enquiry, namely. 14.

Attractive Layout- The questionnaire should be made to look as attractive as possible, keeping in view the possible answer

to the questions of schedule, sufficient space should be provided. 1.4.5.3 IMPORTANT ISSUES IN QUESTIONNAIRE

FORMATION 1. Define the issue - It is very important for the Researcher to define Precisely the issue that he is researching. The questionnaire should make it clear the issue. Each question should be checked against the issue that is being researched. 2. Should the Question be Subjective or Objective - Researchers have no available rules to follow in deciding whether to make their questions Subjective or objective. They must be aware, however, of the fact that the choice will influence their results. 3. Positive or Negative Statements - It is better to use positive and negative statements alternately to average out the effect of each wording. 4. Use Simple Words - Words used in questionnaires should be simple with only one meaning, a meaning known to everybody. 5. Avoid Ambiguous Questions - Ambiguous questions mean different things to different people. Naturally, comparable replies cannot be received from respondents who take a question to mean different things. So it is very important to avoid ambiguous questions. 6. Do not Ask Questions in a way that will involve Generalizations - Questions should always be stated in specific terms. If generalizations are desired, the researcher should make them from the specific data obtained.

M.Com. Part-I 44 MCOP1104T 7. "Cushion" Questions they may seem Unreasonable to Respondent - In many researches it is desirable to know the income of respondent So that comparisons can be made. A sudden Question : What is your income ? may impress the respondent as being too personal. A brief explanation about the reason for asking such a question is often used to see the respondent's reaction. Even interviewers may request for income data which may seem more reasonable to the respondent. 8. Use Split Ballot Wherever Possible - No one replying it correct one for a question. Different wordings may get different reassures, yet no one can say one wording is right & another is wrong. It is important for the researcher to realize this situation exists and to understand what effect a particular phrasing may have on results. To do this the "Split ballot" technique can be used. Whenever there are two wordings for which to choose, but no basis on which of Pick one over the other, one can be used on half the questionnaires & the other on the other half. Companion of the two halves of questionnaires mutt permit a better interpretation of the results than would be possible were only one wording used.

1.4.5.4 COLLECTION OF SECONDARY DATA The chief sources of secondary data may be broadly classified into the following 2 groups: ❖ Published Sources ❖ Un-published Sources

1. Published Sources of Secondary Data There are number of National (Government, Semi-Government and Private) Organisations, and also International Agencies, which collect statistical data relating to Business, Trade, Labour, Prices, Consumption, Production, Industries, Agriculture, Income, Currency and Exchange, Health, Population and a number of Socio-Economic phenomena and publish their findings in statistical reports on a regular basis (monthly, quarterly, annually, adhoc). These publications of the various organisations serve as a powerful source of secondary data. Given below is a brief summary of these sources: (1) Official Publications of Central Government: The following are the various government organisations along with their year of establishment which collect, compile and publish statistical data on a number of topics of current interest - Prices, Wages, Population, Production and Consumption, Labour, Trade, Army, etc. (

a) Office of the Registrar General and Census Commissioner of India, New Delhi (1949) (

b) Directorate General of Commercial Intelligence and Statistics - Ministry of Commerce (1895)

M.Com. Part-I 45 MCOP1104T (c) Labour Bureau - Ministry of Labour (1946) (d) Directorate of Economics and Statistics - Ministry of Agriculture and Irrigation (1948) (e) The Indian Army Statistical Organisation (IASO) - Ministry of Defence (1947) (

f) National Sample Survey Organisation (NSSO) - Department of Statistics, Ministry of Planning (1950) (g) Central Statistical Organisation (CSO) - Department of Statistics, Ministry of Planning (1951) (2) Publications of Semi Government Statistical Organisations: Very useful information is provided by the publications of the Semi Government Statistical Organisations as enumerated below. (a) Statistics Department of the Reserve Bank of India (Mumbai), which brings out an annual report on the Bank, Currency and Finance; Reserve Bank of India Bulletin (Monthly) and various monthly and quarterly reports. (b) Economic Department of Reserve Bank of India (c) The Institute of Economic Growth, Delhi (d) Gokhale Institute of Politics and Economics, Pune (e) The Institute of Foreign Trade, New Delhi

Moreover the statistical material published by the institutions like Municipal and District Boards, Corporations, Block and Panchayat Samitis on Vital Statistics (Births and Deaths), Health, Sanitation and other related subjects provides fairly reliable and useful information. (3) Publications of Research Institutions: Individual Research scholars, the different departments in the various Universities of India and various Research Organisations and Institutes like Indian Statistical Institute (ISI), Calcutta and Delhi; Indian Council of Agricultural Research (ICAR), New Delhi; Indian Agricultural Statistics Research Institute (IASRI), New Delhi ; National Council of Educational Research and Training, New Delhi; National Council of Applied Economic research, New Delhi; The Institute of Applied Manpower Research, New Delhi; The Institute of Labour Research, Mumbai; Indian Standards Institute, New Delhi and so on, publish the findings of their research programs in the forms of research papers or mono graphs or journals which are a constant of secondary data on the subjects concerned. (4) Publications of Commercial and Financial Institutions: A number of private, commercial and trade institutions like Federation of Indian Chamber of Commerce and industries (FICCI), Institute of Chartered Accountants of India (ICA), Trade Unions, Stock Exchanges, Bank Bodies,

M.Com. Part-I 46 MCOP1104T Cooperative Societies etc., publish Reports and Statistical Material on current economic business and other phenomena. (5)

Reports of various

Committees and Commissions appointed by the Government: The

report of the survey and enquiry commissions and committees to find their expert views on some important matters like wages, dearness allowance, prices, national income, taxation, land, education etc are invaluable source of secondary information. (6) Newspapers and Periodicals:

Statistical material on a number of important current socio-economic problems

can be obtained from the numerical data collected and published by some reputed magazines, periodicals, and newspapers like eastern economist, economic times, the financial express, Indian journal of economics, commerce, capital, transport, statesman's yearbook and the times of India year book etc. (7) International Publications: The publications of a number of foreign governments of international agencies provide in valuable statistical information on a variety of important economic and current topics. 2.

Unpublished Sources of Secondary Data The statistical data need not always be published. There are various sources of unpublished statistical material such as the record maintained by the private firms or business enterprises or offices who may not like to relate their data to any outside agency; the various departments and offices of the central and state governments; the research carried out by the individual research scholars in the universities or research institutes. 1.4.5.5 APPROPRIATE METHOD OF DATA COLLECTION Thus, we have seen till now

there are various sources of data collection. As such the researcher must judiciously select the method (s) best suited for the study at hand,

keeping in view the following factors: 1. Nature, Scope and Object of Enquiry: this constitutes the most important factor affecting the choice of a particular method. The method selected should be such that it suits the type of enquiry that is to be

conducted by

the researcher. This factor is also important in deciding whether the data already available (Secondary Data)

is to be used or the data not yet available (Primary data) should be collected. 2. Availability of funds:

Availability of funds for the research project determines to a large extent the method to be used for the collection of data. When funds at the disposal of the researcher are very limited, he will have to select a comparatively cheaper method which however may not be as efficient and effective as some other costly method,

but a trade off has to be made. Thus financial constraint can be a big hindrance in the way of a fine research.

M.Com. Part-I 47 MCOP1104T 3. Time factor: Availability of time has also to be taken into account in deciding a particular

method of data collection. Some methods take relatively more time, whereas with others the data can be collected in a relatively shorter period of time. Thus

the time at the disposal of the researcher affects the selection of the method by which data is to be collected. 4.

Precision Required:

The degree and extent of

Precision required is yet another important factor to be considered at the time of selecting the method of data collection. 1.4.6

SUMMARY At the end,

one must remember that each method of data collection has its

own pros and cons, has its own uses and none is superior in all the situations.

In case, funds permit and more information is desired, personal interview method may be said to be a relatively better option. In case, time is ample

and

funds are limited, and more information is to be gathered, with relatively lesser precision, then mail-questionnaire can be preferred. When funds

and time, both are ample, but less or no precision is required then personal interview or mail questionnaire or a joint use of the two can be out to use. Where a wide geographic area is to be covered then again, mail questionnaire can be used. The secondary data can be used, in case the researcher finds it reliable, adequate and appropriate for his research. While studying motivating influences in market researches or studying people's attitudes in psychological / social surveys, we can resort to the use of one or more of the projective techniques.

When the respondent knows the reason and can tell the same if asked, then a non-projective questionnaire using direct questions may yield satisfactory results, even in case of attitude surveys.

Thus, the most desirable approach with regard to one of the selection of the methods adopted,

depends on the nature of the particular problem and on the time and the resources (money, personnel etc) available, along with the desired degree of accuracy. 1.4.7

PRACTICE QUESTIONS • Differentiate between the appropriate needs for primary and / or secondary data, elucidating the merits and demerits of both. • Illustrate the different modes of collection of (a) Primary Data, (b) Secondary Data and highlighting the merits and demerits of each technique. • In what circumstances would you prefer a Personal Interview over a Questionnaire and vice-versa? • Enumerate the difference between a questionnaire and a schedule.

M.Com. Part-I 48 MCOP1104T • What are the essential qualities to be kept in mind while drafting a questionnaire?

1.5.0 Objectives After going through this lesson, students will be able to understand - Concept of sampling - Census vs sampling - Sampling methods - Types of errors in sampling 1.5.1

INTRODUCTION Sampling is defined as

the process of learning about population on the basis of sample drawn from it.

In it, a part of universe is studied who represent the whole population because it includes all the characteristics of whole universe. There are various probability and non-probability sampling methods which are used to collect the data from sample of items selected from population and conclusions are drawn from them.

These are known as sampling techniques. For example, if some-one wants to purchase a cotton or apples, he will examine only one or two from the whole lot and on that basis he will examine only one or two from the whole lot and on that basis he will decide whether to purchase the carton or not. We use sampling because of following reasons : 1. Economy or Reduced Cost The sampling method is economical. In the sampling techniques, there is less cost of data collection, administration, transport, training and man hours spent. Collecting data from 2000 or 3000 farmers costs less as compared to 10 lakh farmers covering the entire universe. 2. Large Scope For collecting information highly technically trained personnel with scientific equipment are required. That is why we can say that it has larger scope. 3. Scientific Approach The sampling technique is scientific in approach as it is based on random sampling. This technique is based on the theory of probability and on certain laws. (a)

law of statistical Regularity (b) law of Inertia of large numbers (c) law of Persistence (d) law of

Optimisation (e) law of validity. Sampling can also ascertain the extent of sampling error and degree of reliability and thus this technique has scientific approach. 4. Greater Accuracy The sampling often permits a higher level of accuracy due to following reasons (a) detailed information can be obtained from a small group (b) Qualified person can be appointed and trained (c) relatively less data can be handled easily. 5. Detailed Enquiry

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In Sampling, the number of units and the area of study are small. Therefore, it is possible to take a detailed and intensive study as is done in case of social, economic and business studies. 6. Reliability In case of sampling results are more reliable because in this it is possible to determine the extent of sampling errors and the degree of reliability on the basis of probability. 7. Less Time In sampling only representative units are approached and thus it saves time and man hours. Moreover the processing, editing and analysing the data also consumes less time. 8. Administrative Convenience Sampling requires small administrative set up involving less personnel including trained investigators. They can be conveniently managed and thus it leads to administrative convenience. 9. Indispensability The sampling technique of collecting information is indispensable in type of universe. Infinite universe, hypothetical universe and universe liable to be destroyed through testing are the examples where as other method cannot be applied so we left with choice of only using sampling techniques. 1.5.2

Some Basic Concepts (1) Universe or Population In statistics, universe or population means an aggregate of items about which we obtain information. A universe or population means the entire field under investigation about which knowledge is sought. For example, if we want to collect information about the average monthly expenditure of all the 3,000 students of a college, then the entire aggregate of 3,000 students will be termed as Universe or Population. A population can be of two kinds (i) Finite and (ii) Infinite. In a finite population, number of items is definite such as, number of students or teachers in a college. On the other hand, an infinite number of items e.g. number of stars in the sky, number of water drops in an ocean, number of leaves on a tree or number of hairs on the head. (2) Sample A part of population is called sample. In other words, selected or sorted units from the population is known as a sample. In fact,

a sample is that part of the population which we select from the purpose of investigation.

For example, if an investigator selects 200 students of a college who represent all of them, then these 200 students will be termed as a sample. Thus, sample means some units selected out of its population which represent it. 1.5.3 Census and Sample Methods

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There are two methods of collect statistical data : (1) Census Method (2)

Sample

Method 1.5.3.1

Census Method Census method is that method in which information or data is collected from each and every unit of the population relating to the problem under investigation and conclusions are drawn on their basis. This method is

also called as Complete Enumeration Method For example, suppose some information (like Monthly Expenditure. Average Height. Average Weight etc.) is to be collected regarding 3000 students of a college, For that purpose if we collect data by inquiring each and every student of the college then this method will be called as Census method. In this example, the whole college i.e. all 3000 students will be considered as a population and every student as an individual will be considered as a population and every student as an individual will be called the unit of the population. Population census in India is conducted after ten years by using census method. Merits and Demerits of Census Method Merits (i) Reliable and Accurate Data : Data obtained by census method have more reliability and accuracy because in this method data are collected by contacting each and every unit of the universe. (ii) Extensive Information : This method gives detailed information about each unit of the universe. For example, Indian population census does not only provide the knowledge about the number of persons but also information about their age, occupation, income, education, marital status etc. (iii) Suitability : This method is more suitable for the populations with limited scope and diverse characteristic. Use of this method is also appropriate where intensive study

is desired. Demerits (i) More Expensive : Census method is an expensive one. More money is needed for it as information is collected from each unit of the population. That is why this method is used by Government mostly for very important issues like Census etc. (ii) More Time : This method involves much time for data collection because data are collected from each and every unit of the population. This results in delay in making statistical inferences. (iii) More Labour : This method of data collection also involves very much labour. For this, the enumerators in a large number are required.

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iv) Not suitable for Specific Problems : This method is not suitable relating to certain specific problems and infinite population. For example if the population is infinite or items of the population are perishable or very complex type, then the census method is not suitable. 1.5.3.2

Sampling Method Sampling method is that method in which data is collected from the

sample of items selected from population and conclusions are drawn from them.

For example if a study is to be made regarding to the monthly expenditure of 3000 students of a college, then instead of collecting information from each student of the college, if we collect information by selecting some students like 100, then this will be called Sampling method. On the basis of sampling method, it is possible to study the monthly expenditure of all the students of the college. Sampling method has three main stages (i) to select a sample (ii) to collect information from it and (iii) to make inference regarding the population. 1.5.3.3 Importance of Sampling Method Sampling method is an important and popular method of statistical inquiry. Beside economic and business world, this method is widely used in daily life. For example, a housewife comes to know of the cooking of the whole lot of rice by observing two-three grains only A doctor tests the blood of a patient by examining one or two drops of blood only. In the same way, we learn about the quality of a commodity while buying the items of daily use like wheat, rice pulses. etc. by observing the sample or specimen. In factories, statistical quality controller inspects the quality of items by examining a few units produced teacher gets the knowledge about the efficacy or his teaching by putting questions to a few students.

In reality there is scarcely any area left where sampling method is not used. 1.5.3.4 Merits and Demerits of Sampling Method Merits (i) Saving of

Time and Money : Sampling method is less expensive. It saves time and money because only a few units of the population are studied. (

ii) Saving of Time : In sampling method, data can be collected more quickly than universe. Thus much time is saved. (iii) Intensive Study : As number of items are less in sampling method, it can be intensively studied. (iv) Organisational Convenience :

In this method, research work can be organized and executed more conveniently.

More skilled and competent investigator can be appointed.

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v) More Reliable Results : If sample is selected in such a manner as it represent totally the universe, then the results derived from it will be more accurate and reliable. (vi) More Scientific : Sampling method is more scientific because data can be inquired with other samples. (vii) Only Method : In some fields where inquiry by census method is impossible then in such situations, sampling method alone is more appropriate. If the population is infinite or too widespread or of perishable nature, then sampling method

is used in such cases. Demerits : (i) Less Accurate : Sampling method has less accuracy because rather than making inquiry about each unit of the universe, partial inquiry or inquiry relating to some selected units is made only. (ii) Wrong Conclusions : If method of selecting a sample is not unbiased or proper cautions has not been taken, then results are definitely misleading. (iii) Less Reliable : Compared to census method, there is more likelihood of the bias of the investigator, which makes the results less reliable. (iv) Need of Specified Knowledge : This is a complex method as specialised knowledge is required to select a sample. (v) Not Suitable : If all units of a population are different from one another, then sampling method will not prove to be much useful. 1.5.3.5 Difference between Census and Sample Method

The main difference between the census method and the sampling method are as follows : (i) Scope : In census method, all items relating to a universe are investigated whereas in sampling method only a few items are inquired. (ii) Cost : Census method is expensive from the point of view of time, money and labour whereas Sampling method economize on them. (iii) Field of Investigation : Census method is used in investigations with limited field whereas sampling method is used for investigation with large field. (iv)

Homogeneity : Census method is useful where unit of the population are heterogeneous whereas sampling method proves more useful where population units are homogenous. (v) Type of Universe : In such fields where study of each and every unit of the universe is necessary, census method is more appropriate.

On the contrary,, when population is infinite or vast or liable to be destroyed as a result of complete enumeration, then sampling method is considered to be more appropriate. 1.5.4

Sampling Methods

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The method of selecting a sample out of a given population is called sampling. In other words, sampling denotes the selection of a part of the aggregate statistical material with a view to obtaining information about the whole.

Now a days, there are various methods of selecting a sample from a population in accordance with various needs. 1.

Probability

Sampling Methods : (1) Simple

Random

Sampling (2) Stratified

Random Sampling (3) Systematic Random Sampling (4)

Multistage Random Sampling (5) Cluster Sampling 2.

Non-Probability Sampling

Methods : (1) Judgement Sampling (2) Quota Sampling (3) Convenience Sampling (4)

Extensive Sampling 1.5.4.1

Non-Probability Sampling Methods Probability sampling

methods are such methods of selecting a sample from the population

in which all units of the universe are given equal chances of being included in the sample.

There are various variants of probability sampling methods, which are given below : (1) Simple Random Sampling : Simple random sampling is that method

in which

each

Item

of the universe

has an equal chance of being selected in the

sample.

Which item will included in the sample and which not, such decision is not made by an investigator on his will but selection of the units is left on chance. According to random sampling, there are two methods of selecting a random sample : (i) Lottery Method : In this method, each unit of the population is named or numbered which is marked on separate piece of paper. Such chits are folded and put into some urn or bag. Thereafter, as many chits are made selected by some person as many units are to be included in a sample. (ii) Tables of Random Numbers : Some experts have constructed random number tables. These tables help in selection of a sample. Of all such various tables, Tippert's Tables are most famous and are in use. Tippett has constructed a four-digit table of 10,400 numbers by using numbers as many as 41,600. In this method, first of all, all the items of a population are written serically. There after by making use of Tippett's tables, in accordance with the size of the sample, numbers are selected. The selection of a sample with the help of Tippett's table can be made clear by an example :

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An Extract of Tippett's Table 2952 6641 3992 9792 7979 5911 3170 5524 4167 9525 1545 1396 7203 4356 1300 2693 2370 7483 3408 2762 3563 6107 6913 7691 0560 5246 1112 9025 6008 8127 For example, 12 units are to be chosen out of 5000 units, With Tippett's table, to decide such units, firstly 5000 units will be serially ordered from 1 to 5000 and then from Tippett's table, 12 numbers will be chosen from the beginning which are less than 5000. These 12 numbers are follows : 2952 3992 3170 4356 1300 2693 2370 3408 2762 4167 1545 1396 The items of such serial numbers will be included in the sample. If units of the population are less than 100, then 4 digit random numbers wilt be made compact into two digit numbers, and then such two digit numbers will be selected. Like as to select 6 units out of 60 units, the units with serial numbers 29, 39, 31, 41, 15 and 13 will be included in the sample. Merits (i) There is no possibility of personal prejudice in this method. In other words, this method is free from personal bias. (ii) Under this method, every unit of the universe gets the equal chance of being selected. (iii) The use of this method saves time, money and labour. Demerits (i) If sample size is small, then sample is not adequately represented. (ii) If universe is very small, then this method is not suitable. (iii) If some items of the universe are so important that their inclusion in the sample is very essential, then this method will not be appropriate. (iv) This method will not be appropriate when population has units with diverse characteristic. (2) Statified Random Sampling : This method is used when units of the universe are heterogeneous rather than homogenous. Under this method, first of all units of the population are divided into different strata in accordance with their characteristics. Thereafter by using random sampling, sample items are selected from each stratum. Fro example, if 150 students will be divided into three groups on the basis of Arts, Commerce and Science. Suppose there are 500, 700, 300 students respectively in three

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faculties and 10% sample is to be taken t hen on the basis of random sampling 50, 70 and 30 students respectively will be selected by using random sampling. Thus this method assumes equal representation to each class or group and all the units of the universe get equal chance of being selected in the sample. 2(a) Issues in Stratified Random Samples : As a general rule, a reasonable approach is to create strata on the basis of a variable known to be corrected with the variable of interest and for which information on each universe element is known.

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Strata should be constructed in a way which will minimize difference among sampling units within strata, and maximize difference among strata. How many Strata should be constructed : Common sense supports as many strata'

s as

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possible be used so that each strata will be homogeneous as possible. If estimates are wanted for particular universe subgroups, then it will be necessary to set up as separate stratum for each. Each stratum means can them be estimated with high prevision. In turn, the overall population mean will be estimated with high precision. How many observations should be taken in each Stratum : Once strata composition and number have been decided, the neat question s how many sampling units should be drawn from each stratum ? When deciding this question, researchers can user either a proportional allocation or disproportional allocation. Proportional Allocation : The most obvious way is to use proportion allocation. Here one samples each in proportion to its relative weight in the universe as whole

is selected.

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Disproportional Allocation : There are circumstances where some form of disproportional allocation should be considered. These arise most commonly when sampling institutional universes rather than human universes. As a general principle, when the variability among the observations within a stratum is high, one samples that stratum at a higher rate than for strata with less interval variation. Merits : (i) There is more likelihood or representation of units in this method. (ii) Comparative study on the basis of facts at different strata is possible under this method. (iii) This method has more accuracy. (iv) Demerits : (i) This method has limited scope because this method can be adopted only when the population and its different strata are known. (ii) There can be the possibility of prejudice if the population is not properly stratified. (iii) If the population is too small in size, it is difficult to stratify it. M.Com. Part-I 57 MCOP1104T

(3) Systematic Random Sampling : In this method, all the items of the universe are systematically arranged and numbered and then sample units are selected at equal intervals. For example, if 5 out of 50 students are to be selected for a sample then 50 students would be numbered and systematically arranged. One item of the first 10 would be selected at random. Subsequently, every 10th item from the selected number will be selected to form a sample. If the first selected number is 5th item, then the subsequent numbers would be 15th, 25th, 35th and 45th. 3.(a) Selecting a Systematic Sample : 1. The first step is to determine the total number of items in the universe. Divide this figure by desired sample size. The result is called the sampling interval. Sampling Interval = Number of universe items / Desired sample size 2. Select a random number between 1 and the sampling interval figure. This identifies the first element on the universe list to be included in the sample. 3. Add a sampling interval to the random number selected in step 2. The total represents the second element on the universe list to be included in the sample. 4. Continue adding the sampling interval to each total to create a new total. Each new total represents another element on the universe list to be included in the sample. Merits : (i) It is a simple method. Samples can be easily obtained by it. (ii) This method involves very little time in sample selection and results are almost accurate. Demerits : (i) In this method each unit does not stand the equal chances of being selected because only the first unit is selected on random sampling basis. (ii) If all the units are different in characteristic, then results will not be appropriate. (4) Multistage Random Sampling When sampling procedure passes through many stages, then it is known as multi-stage sampling. In this method, firstly the entire universe or population is divided into stages or substages. From the each stage, some units are selected on random sampling basis. Therefore, these units are subdivided and on the basis of random sampling again some sub-units are selected. Thus, this goes on

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with sub-division further and selection on. For example, for the purpose of a study regarding Adult Education in Punjab State, first some districts will be selected on random basis. Thereafter out of the selected districts, some tehsils and out of tehsils, some villages or town may be thus selected, further out of the villages or towns, some neighbourhood, or wards and out of the wards, some households will be selected from whom the inquiry will be made concerning the problem at hand. Merits (i) This is the best method of studying a universe or population on regional basis. (ii) This method is suitable for those problems where decisions on the basis of sample alone can not be taken. Demerits (i) This method requires many tests to correctly estimate the level of accuracy which involves a lot of time and labour. (ii) In this method, level of estimated accuracy level is predecided which does not seem logical. (5) Cluster Sampling : In this method, simply the universe is divided into many groups called cluster and out of which few clusters are selected on random basis and then the clusters are complete enumerated. This method is usually applied in industries like as in pharmaceutical industry, a machine produces medicines tablets in the batches of hundred each then for quality inspection, a few randomly selected batches are examined. 1.5.4.2

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Non-Probability Sampling Methods Non-probability methods are those methods in which selection of units is made on the basis of convenience or judgement of the investigator rather than on the basis of probability or chance. In such methods, selection of units is made in accordance with the specific objectives and convenience of the investigator. (1) Judgement Sampling : Under this method; the selection of the sample items depends exclusively on the judgement of the investigator. In other words, the investigator exercises his judgement in the choice and includes those items in the sample which are most typical of the universe with regard to the characteristic under study. For example, if a sample of 20 students are to be selected from a class of 80 students for analysing the spending habits of the 10 students, the investigator would select 20 students, who in his opinion are representative of the class. Merits (i) This method is less expensive. (ii) This method is very simple and easy.

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iii) This method is useful in those fields where almost similar units exists or some units are too important to be left out of the sample. Demerits (i) There is greater chance of the investigator's own prejudice in this method. (ii) This method is not very accurate and reliable. (2) Quota Sampling : In this method, the investigators are assigned definite quotas according to some criteria. They are instructed to obtain the required number to fill in each quota. The investigators select the individuals (i.e., sample items) to collect information on their personal judgements which the quotas. When all or a part of the whole quota is not available or approachable, the quota is completed by supplementing new respondents. Quota sampling is a type of judgement sampling. Merits (i) In this method, there is greater chance of important unit being included. (ii) Statistical inquiry is more organised in this method on account of the units of quotas fixed. Demerits (i) Possibility of prejudice well exist. (ii) There is greater likelihood of sampling error in this method. (3) Convenience Sampling : In this type of non-probability sampling, the choice of the sample is left completely to the convenience of the investigator. The investigator obtain a sample according to his convenience. For example, a book publisher selects some teachers conveniently on the basis of the list of the teachers from the college prospectus and gets feedback from them regarding his publication. This method is less expensive and more simple but is unscientific and unreliable. This method is more dependence on the enumerators. This method is appropriate for sample selection where the universe or population is not clearly defined or list of the units is not available or sample units are not clear in themselves. (4) Extensive Sampling : In this method, sample size is taken almost as big as the population itself like 90% the section of the population. Only those units and left out for which data collection is very difficult or almost impossible. Due to very large sample size, the method has greater level of accuracy. Intensive study of the problem becomes possible but this method involves heavy resources disposal. 1.5.4.3 Self check exercise Q. 1 Explain the methods

of non-probability sampling.

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Sampling and Non-Sampling Errors The choice of a sample though may be made with utmost care, involves certain errors which may be classified into two types : (1) Sampling Errors, and (2) Non Sampling Errors. These errors may occur in the collection, processing and analysis of data. (1) Sampling Errors Sampling errors are those which arise due to the method of sampling. Sampling errors arise primarily due to the following reasons : (1) Faulty selection of the sampling method. (2) Substituting one sample for the other sample due to the difficulties in collecting the sample. (3) Faulty demarcation of sampling units. (4) Variability of the population which has different characteristic (5) (2) Non-Sampling Errors Non-sampling errors are those which creeps in due to human factors which always varies from one investigator to another. These errors arise due to any of the following factors. (1) Faulty planning. (2) Faulty selection of the sample units. (3) Lack of trained and experienced staff which collect the data. (4) Negligence and non-response on the part of the respondent. (5) Errors in compilation. (6) Errors due to wrong statistical measures. (7) Framing of a wrong questionnaire. (8) Incomplete investigation of the sample survey. 1.5.6

Summary Sampling is a critical technique used in research to select a subset of individuals or elements from a larger population. It allows researchers to draw conclusions about the whole population based on the characteristics observed in the sample, thereby reducing time, cost, and effort compared to studying the entire population. 1.5.7 Exercise 1.

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Define sample. What are requirements of Good Sample ? 2. Distinguish between random sampling and deliberate sampling. 3. Discuss

sampling methods.

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Non-Probability Sampling Methods Non-probability methods are those methods in which selection of units is made on the basis of convenience or judgement of the investigator rather than on the basis of probability or chance. In such methods, selection of units is made in accordance with the specific objectives and convenience of the investigator. (1) Judgement Sampling : Under this method; the selection of the sample items depends exclusively on the judgement of the investigator. In other words, the investigator exercises his judgement in the choice and includes those items in the sample which are most typical of the universe with regard to the characteristic under study. For example, if a sample of 20 students are to be selected from a class of 80 students for analysing the spending habits of the 10 students, the investigator would select 20 students, who in his opinion are representative of the class. Merits (i) This method is less expensive. (ii) This method is very simple and easy.

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iii) This method is useful in those fields where almost similar units exist or some units are too important to be left out of the sample. Demerits (i) There is greater chance of the investigator's own prejudice in this method. (ii) This method is not very accurate and reliable. (2) Quota Sampling : In this method, the investigators are assigned definite quotas according to some criteria. They are instructed to obtain the required number to fill in each quota. The investigators select the individuals (i.e., sample items) to collect information on their personal judgements which the quotas. When all or a part of the whole quota is not available or approachable, the quota is completed by supplementing new respondents. Quota sampling is a type of judgement sampling. Merits (i) In this method, there is greater chance of important unit being included. (ii) Statistical inquiry is more organised in this method on account of the units of quotas fixed. Demerits (i) Possibility of prejudice will exist. (ii) There is greater likelihood of sampling error in this method. (3) Convenience Sampling : In this type of non-probability sampling, the choice of the sample is left completely to the convenience of the investigator. The investigator obtains a sample according to his convenience. For example, a book publisher selects some teachers conveniently on the basis of the list of the teachers from the college prospectus and gets feedback from them regarding his publication. This method is less expensive and more simple but is unscientific and unreliable. This method is more dependent on the enumerators. This method is appropriate for sample selection where the universe or population is not clearly defined or list of the units is not available or sample units are not clear in themselves. (4) Extensive Sampling : In this method, sample size is taken almost as big as the population itself like 90% the section of the population. Only those units are left out for which data collection is very difficult or almost impossible. Due to very large sample size, the method has greater level of accuracy. Intensive study of the problem becomes possible but this method involves heavy resources disposal. 1.5.4.3 Self check exercise Q. 1 Explain the methods

iii) This method is useful in those fields where almost similar units exist or some units are too important to be left out of the sample. Demerits (i) There is greater chance of the investigator's own prejudice in this method. (ii) This method is not very accurate and reliable. (2) Quota Sampling : In this method, the investigators are assigned definite quotas according to some criteria. They are instructed to obtain the required number to fill in each quota. The investigators select the individuals (i.e., sample items) to collect information on their personal judgements which the quotas. When all or a part of the whole quota is not available or approachable, the quota is completed by supplementing new respondents. Quota sampling is a type of judgement sampling. Merits (i) In this method, there is greater chance of important unit being included. (ii) Statistical inquiry is more organised in this method on account of the units of quotas fixed. Demerits (i) Possibility of prejudice will exist. BBA Part-III (Semester-V) Paper : BBA-501 52 (ii) Here is greater likelihood of sampling error in this method. (3) Convenience Sampling : In this type of non-probability sampling, the choice of the sample is left completely to the convenience of the investigator. The investigator obtains a sample according to his convenience. For example, a book publisher selects some teachers conveniently on the basis of the list of the teachers from the college prospectus and gets feedback from them regarding his publication. This method is less expensive and more simple but is unscientific and unreliable. This method results in more dependence on the enumerators. This method is appropriate for sample selection where the universe or population is not clearly defined or list of the units is not available or sample units are not clear in themselves. (4) Extensive Sampling : In this method, sample size is taken almost as big as the population itself like 90% the section of the population. Only those units are left out for which data collection is very difficult or almost impossible. Due to very large sample size, the method has greater level of accuracy. Intensive study of the problem becomes possible but this method involves heavy resources disposal. Self Practice : Q. 4 Mention the methods













| 7/8 | SUBMITTED TEXT | 202 WORDS | 96% MATCHING TEXT | 202 WORDS |
|--|----------------|---|-------------------|-----------|
| <p>Sampling and Non-Sampling Errors The choice of a sample though may be made with utmost care, involves certain errors which may be classified into two types : (1) Sampling Errors, and (2) Non Sampling Errors. These errors may occur in the collection, processing and analysis of data. (1) Sampling Errors Sampling errors are those which arise due to the method of sampling. Sampling errors arise primarily due to the following reasons : (1) Faulty selection of the sampling method. (2) Substituting one sample for the other sample due to the difficulties in collecting the sample. (3) Faulty demarcation of sampling units. (4) Variability of the population which has different characteristic (5) (2) Non-Sampling Errors Non-sampling errors are those which creeps in due to human factors which always varies from one investigator to another. These errors arise due to any of the following factors. (1) Faulty planning. (2) Faulty selection f the sample units. (3) Lack of trained and experienced staff which collect the data. (4) Negligence and non-response on the part of the respondent. (5) Errors in compilation. (6) Errors due to wrong statistical measures. (7) Framing of a wrong questionnaire. (8) Incomplete investigation of the sample survey. 1.5.6</p> | | <p>Sampling and Non-Sampling Errors The choice of a sample though may be made with utmost care, involves certain errors which may be classified into two types : (1) Sampling Errors, and (2) Non Sampling Errors. These errors may occur in the collection, processing and analysis of data. (1) Sampling Errors Sampling errors are those which arise due to the method of sampling. Sampling errors arise primarily due to the following reasons : (1) Faulty selection of the sampling method. (2) Substituting one sample for the other sample due to the difficulties in collecting the sample. (3) Faulty demarcation of sampling units. (4) Variability of the population which has different characteristics. Non-Sampling Errors Non-sampling errors are those which creeps in due to human factors which always varies from one investigator to another. These errors arise due to any of the following factors. (1) Faulty planning. (2) Faulty selection of the sample units. (3) Lack of trained and experienced staff which collect the data. (4) Negligence and non-response on the part of the respondent. (5) Errors in compilation. (6) Errors due to wrong statistical measures. (7) Framing of a wrong questionnaire. (8) Incomplete investigation of the sample survey.</p> | | |
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| <p>Define sample. What are requirements of Good Sample ? 2. Distinguish between random sampling and deliberate sampling. 3. Discuss</p> | | <p>Define sample. What are requirements of Good Sample ? 2. Distinguish between random sampling and deliberate sampling. 3. Discuss</p> | | |
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| Analysis address | sawinder_de.pununi@analysis.orkund.com |

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LESSON NO. 1.1 AUTHOR : MRS. DALBIR KAUR
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