PART-A

1) a. Convenie

2) c. Coding

3) a. Enables

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4) c. Position

5) d. footnote

6) c. Dichoto

7) b. Nomin

8) c. only

9) d. Both b & c

10) b. abstract.

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**** Assignment Rejected *****

Reasons

1. The assignment is not scanned properly. Some pages are in landscape mode and scanned improperly.
2. The scan should be clear and cover the complete page. The page view should not be distracted by other items like bedsheets, design etc.

Probability sampling and non-probability sampling are two distinct methods for selecting a sample from a larger population in research or surveys. Here are the key differences between them:

andom V.s Non - Random Selection:

Probability Samp.	Non- Probability Samp.
y element in the lation has a n, non- zero ce of being d. This is typically d through random g methods like random sampling, ied sampling, or sampling.	Non- Probability sampling methods do not rely on random selection. Elements in the population may not have an equal or known chance of being chosen. Non-probability sampling methods include convenience sampling judgemental or purposive sampling and quota sampling

5 a) ... | statistics

PART-B

① Probability sampling and non-probability sampling are two distinct methods for selecting a sample from a larger population in research or surveys. Here are the key differences between them:

1) Random V.s Non-Random Selection:

Probability Samp.	Non-Probability Samp.
• Every element in the population has a known, non-zero chance of being selected. This is typically achieved through random sampling methods like simple random sampling, stratified sampling, or cluster sampling.	Non-Probability sampling methods do not rely on random selection. Elements in the population may not have an equal or known chance of being chosen. Non-probability sampling methods include convenience sampling judgemental or purposive sampling and quota sampling.

• Everyone in the population has an equal chance of getting selected.	Not everyone has an equal chance to participate
• Used when sampling bias has to be reduced	The researcher does not consider sampling bias
• Useful when the population is diverse	Useful when the population has similar tools.
• Used to create an accurate sample.	The sample does not accurately represent the population

5 a)

Parameter	Statistics
• The mean monthly income of your target market.	The mean monthly income of 60 of your regular customer
• The average age of your target market	The average of your 100 regular customer.
• The most preferred shipping option of your target market.	The most preferred shipping option of your customer

b)

Confidence level	Significance level
• The probability that if a poll / test / survey were repeated over and over again, the results obtained would be the same. A confidence level = 1 - alpha	In a hypothesis test, the significance level, alpha, is the probability of making the wrong decision when the null hypothesis is true.

• Quartiles

• Chi-Square statistics

3.

Descriptive Statistics:

- Mean (Average): The mean is the sum of all values divided by the number of values.
- Median: The median is the middle value when data is arranged in ascending or descending order.
- Mode: The mode is the most frequently occaring value in the dataset.
- Range: The range is the difference between the maxium and minimum values in the dataset, providing a measure of data spread.
- Variance: Quantifies how data points differ from the mean. It's calculated as the average of the squared differences from the mean.
- Standard Deviation
- Percentiles
- Quartiles
- Skewness
- Kurtosis
- Chi-Square Statistics

2. Various stages in data prepration are:

1. Data Collection: The process begins with data collection, where you gather data relevant to your research questions. Data can be collected through surveys, experiments, observations, interviews, or from existing datasets.

2. Data Cleaning: In this stage, you identify and address errors, inconsistencies, and missing values in the dataset.

3. Data Entry & Coding: If data is collected manually, it needs to be entered into a digital format.

4. Data Transformation: It involves converting and standardizing data to ensure it's in a suitable format for analysis.

5. Data Integration: If your research involves data from multiple sources or datasets, you may need to integrate them into a single, cohesive