** 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.

PART A

1) b. Relying on information collected from real-life experiences to draw conclusions.

2) c. To find out what is already known about your area of interest

3) a. Cross-sectional study

4) d. Principle of Extraneous Variables

5) d. Mailed questionnaire method.

6) a. It has utility and relevance.

7) b. Applied research.

8) a. observations

9) b. Newspaper ~~data~~ articles

10) b. To gather data on market trends & consumer behaviour.

6) Advantages of Secondary Data.

- Easy to Access - Data is available anywhere anytime. It can be in the form of periodicals, magazines, or can be accessed anytime through the internet. People generally use secondary data to maximize nowadays to evaluate their success. A very small example is the students who depend on books, internet sites and teachers to access information and prepare for exams.

- Low cost or Cost Effective - The secondary data is of low cost as data are available at cheap rates.
  For Example - The Internet access, newspaper, periodicals are available at cheaper rates and available in large quantities, so there is no non-availability of data to its user.
  Thus, it is cost effective.

- Less Time Taking - Data is available quickly and readily while primary data needs to be collected first and then only after summarization, data are used. Time taken to connect and analyse data is less than secondary data that is quickly available. Therefore, it takes less time to source the data.

- Various Sources are available to collect Data - Secondary data is not available through one source, but there are multiple sources like books, magazines, Internet, periodicals and many more. Therefore, various sources are available to collect data of its analysis for its users. These sources are easily accessible and readily available to its users.

- The study is based on longitudinal analysis - Since data has been collected over years, thus, longitudinal analysis is done by researchers with the help of secondary data. Thus, the data collected is more reliable for users.

2. Formulation of a research problem is the first and most important step of the research process and it is like the identification of a destination before undertaking a journey. In absence of a destination, it is impossible to identify the shortest - or indeed any - route.

Steps Involved:

1. Identify a general area of interest
2. learn more about the problem
3. Review the context of the information
4. Determine relationships between variables
5. Select and include important variables
6. Receive feedback and revise.

a) Does my research problem allow for several solutions and outcomes

b) Am I creating a study that has a testable hypothesis or theory?

c) Am I defining all the terms correctly?

d) Are all parts of my project understandable.

Disadvantages of Secondary Data

- **Inaccuracy** - It is a limitation of secondary data that the data collected over the past few years may be inaccurate. The basis of data collected may not be correct or the analysis or interpretation made may not be accurate or relevant.
- **Data maybe sometimes outdated** - The dat provided through different sources maybe outdated as it has been stored and managed for many years. Therefore, it also maybe outdated and relevant for today's scenario.
- **Anyone can access data** - The researchers says there is no privatization of its data by its owner, data can be accessed by anyone willing to research on that topic. There is no sececacy of data but the users of data cannot appeal their possession or ownership of the data they accessed.
- **Data Quality Cannot be Controlled** - The researchers have no control over the quality of data. As the data is already surveyed by the researchers according to their relevant basis and there maybe changes in the surroundings and other factors that may lead to the change in the data provided thus no proper quality can be controlled.
- **Not compatible with the needs of the user** - Since data is related to past surveys and according to the needs of the researchers of that time. It may happen that the present user of this data may not need or not have topics relevant to his study or research. Therefore, here instead of outdated data, the data becomes irrelevant for the user to be used in research.
- **Data can be Biased** - Sine data collected by the researcher is based on his/her own opinion, therefore data is biased. And it may also have an impact on the data collected by the user of the secondary data.

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7.) Interview Method of Data Collection in Research

Interview is one of the most popular methods of research data collection. The term interview can be dissected into two terms as 'inter' and 'view'. The essence of interview is the one mind tries to read the other. The Interviewer tries to assess the interviewed in terms of the aspects studied or issues analyzed.

The Importance of Interview maybe known through these points

- It is the method best suited for the assessment of personal qualities
- It has definite values for diagnosis of emotional problems and for therapeutic treatments.
- It is one of the major basis upon which counseling procedures are carried out.
- It provides information to supplement other methods of collecting data.
- It maybe used, in addition to observation, to verify information obtained through correspondence methods.

Types of Interviews used in Research.

1. Structured - Direct Interview
2. Unstructured - Direct Interview.
3. Structured - Indirect Interview
4. Unstructured - Indirect Interview
5. Focus - Group Interviews
6. Focused Interviews.
7. The Third-person techniques
8. The Depth Interview
9. The Personal Interview
10. The Telephone Interview

Section-B

1. Basis of Comparision	Basic Research	Applied Research
Meaning	It refers to the study that is aimed at expanding the existing base of scientific knowledge.	It refers is the research that is designed to solve specific practical problem or answers certain questions
Nature	Theoretical	Practical
Utility	Universal	Limited
Concerned with	Developing scientific knowledge and predictions	Development of technology and technique
Goal	To add some knowledge to the existing one.	To find out solution for the problem at hand

Eg. of applied research;

1) Identifying new products to help aging seniors stay safe at home

2) looking at ways to treat a medical condition safely.

3. The importance of variables is that they help in operationalization of concepts of data collection.

Eg: if you want to do an experiment based on the severity of urticaria, one option would be to measure the severity using a scale to grade severity of itching. This becomes an optional variable.

- Descriptive statistics can be broadly put under two categories (illustration)
- Sorting / grouping and visual displays
- Summary statistics

Two types of variables

Independent	Dependent
1. Manipulated by the researcher.	Measured by the researcher
2. what is being changed	what is changing in response
3. Temperature	Path Growth
4. Traffic	Mood
5. Drinking coffee	Walking speed.