

MBA SEMESTER-III

MARKETING GROUP

MKG 301

MARKETING RESEARCH



Yashwantrao Chavan
Maharashtra Open University



ज्ञानगंगा परोपरी

Yashwantrao
Chavan
Maharashtra
Open University

MKG 301

MBA : SECOND YEAR

SEMESTER III

MARKETING GROUP

MARKETING RESEARCH

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UNIT 4 : SAMPLING DESIGN

NOTES

4.0 Unit Objectives

4.1 Introduction

4.2 Sampling – An Introduction

4.2.1 Distinction between Census and Sampling

4.3 Steps of Sampling Design

4.3.1 Characteristics of a Good Sample Design

4.4 Types of Sample Design

4.4.1 Probability Sampling Techniques

4.4.2 Non-probability Sampling Techniques

4.4.3 Distinction between Probability Sample and Non-probability Sample

4.5 Fieldwork

4.6 Errors in Sampling

4.6.1 Sampling Error

4.6.2 Non-sampling Error

4.6.3 Sampling Frame Error

4.6.4 Non-response Error

4.6.5 Data Error

4.7 Sampling Distribution

4.8 Summary

4.9 Key Terms

4.10 Review Questions

4.11 Further Readings