[Frequently Asked Questions]

Data types and scale; Sample and population

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 102 Statistics for Business Economics
Unit No. & Title:	Unit – 1 Introduction
Lecture No. & Title:	Lecture – 1 Data types and scale; Sample and population

Frequently Asked Questions

Q1. What is data?

A1. The facts and findings in the study expressed in a quantitative form or in a tabular form
can be termed as data.

Q2. Define qualitative data.

A2. If the variable characteristic of the unit is non numeric then it is called qualitative variable, and Collection of observations on qualitative variable is called qualitative data.

Q3. What is quantitative data?

A3. If the variable characteristic of the unit is numeric then it is called numeric variable, and collection of observations on quantitative variable is called quantitative data.

Q4. Define primary data.

A4. The data collected under the control and supervision of the investigator or by himself for the first time is called primary data.

Q5. Define secondary data.

A5. The data was not collected by the investigator, but it derived from the other sources or used from the data collected by other persons then such data used by the investigator is called secondary data.

Q6. State the methods of collecting primary data.

A6. Usually three methods are used to collect primary data. Viz: (i) Direct Inquiry (ii) Indirect Inquiry (iii) Method of Questionnaire.

Q7. Discuss direct inquiry method of collecting primary data.

A7. In this method an investigator or his enumerator visits personally to the field of data collection and collect the necessary information. For example, In the earlier example, investigator or his enumerator visits the factory and meet each of the workers of the factory and collect the information regarding their working conditions.

Q8. What is questionnaire?

A8. A list of logically arranged short and simple questions relevant to the object of the study, keeping space between the questions for the answer, is called questionnaire.

Q9. Discuss the method of questionnaire for collecting primary data.

A9. A method of obtaining information using questionnaire is called a method of questionnaire. This method is very much useful when the field under investigation is very wide and respondents are spread over the vide area. Questionnaire may be sent by post, e-mail, or by enumerators. The success of collection of the data depends on the design of the questionnaire.

Q10. Discuss published sources of collecting secondary data.

A10. There are number of national and international organizations which collect statistical data and publish their findings in their reports or journals periodically. For example, Central
Statistical Organization (CSO), National Sample Survey Organization(NSSO), The Economic Times, The Financial Express, World Bank etc. From such published data investigator used necessary data of his interest.

Q11. State different types of scales used in the measurement of data.

A11. Usually four types of scales of measures are used during the data collection. Namely, (i) Nominal (ii) Ordinal (iii) Interval (iv) Ratio.

Q12. Discuss nominal scale of measurement.

A12. The scale of measurement used for a variable when the data are labels or names used to identify an attribute of an element is known as nominal scale. Nominal data may be nonnumeric or numeric.

Q13. Discuss ordinal scale of measurement.

A13. The scale of measurement used for a variable if the data exhibit the properties of nominal data and the order or rank of the data is meaningful is known as ordinal scale. Ordinal data may be nonnumericor numeric.

Q14. Discuss interval scale of measurement.

A14. The scale of measurement used for a variable if the data demonstrate the properties of ordinal data and the interval between values is expressed in terms of a fixed unit of Measure is known as interval scale. Interval data are always numeric.

Q15. Discuss ratio scale of measurement.

A15. The scale of measurement used for a variable if the data demonstrate all the properties of interval data and the ratio of two values is meaningful is known as ratio scale. Ratio data are always numeric.