

Frequently Asked Questions

1. Is it difficult to note down all the points in the open ended questions?

Answer: Yes, because this type of questions are best suitable when the investigator needs to understand the top most priority in the minds of the respondent also the answer can be of any length and contain a detail answer.

2. Why primary data is more reliable?

Answer: Primary data are the data collected first hand by the researcher specifically for a purpose to facilitate the study. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data and is more reliable.

3. Why the interviewers observe the body language, expressions and other reactions of the interviewee to the questions?

Answer: The interviewers observe the body language, expressions and other reactions of the interviewee because this enables the interviewer to draw conclusions easily.

4. Why personal interview is more effective than other interviews?

Answer: Personal interview is a face to face contact with the person from whom the information needed to be gathered that is the reason personal interview is more effective than other interview like telephonic, focused etc.

5. Why it is necessary to get information from primary sources?

Answer: It is necessary to get information from primary sources because such source is old and secondly they contain limited information as well as they can be misleading and biased.

6. Why interview is considered as a costly source of collecting data?

Answer: Interview is a costly source of collecting data because it involves selecting, training and supervising the interviewer.

7. Why there is a chance of element of bias, if there are two interviewers?

Answer: If there are more than two interviewers then there is likely chance of element of bias as each interviewer would record the information based on their understanding.

8. Is it possible to select multiple answers in a dichotomous question?

Answer: No, because a dichotomous question is a question which has only two answers in the form of 'yes' or 'no', 'true' or 'false', 'use' or 'don't use', etc. These types of questions are

most convenient to indicate their choice, least bothersome, minimum time, easy to edit, tabulate and interpret.

9. What are the things to be avoided while preparing a questionnaire?

Answer:

- Avoid usage of technical terms and vague expressions
- Avoid usage of difficult questions as its analyses is difficult
- Avoid questions effecting the sentiments of the respondent

10. Who is enumerator?

Answer: Enumerator is a person who generally fills the schedule or a set of questions and also helps in recording their answers.

11. Why pantry audits are required?

Answer: This is a technique where information is collected by examining the consumer's pantry and data is used to understand the consumers buying behavior.

12. What are the different ways of conducting questionnaire?

Answer: Questionnaire can be conducted via telephone, mail, live in a public area, or in an institute, through electronic mail or through fax and other methods.

13. How collection of primary data is done during the course of experiments?

Answer: Experiments require an artificial or natural setting in which to perform logical study to collect data. Experiments are more suitable for medicine, psychological studies, nutrition and for other scientific studies. In experiments the experimenter has to keep control over the influence of any extraneous variable on the results.

14. What is the advantage of multiple choice questions?

Answer: The advantage is that such question can give a list of alternatives helping in getting a clarity of the question, easy handling and inexpensive.

15. Why questionnaire should be attractive?

Answer: Attractive looking questionnaire in a quality paper is very important to attract the attention of the respondents.