

Course Coordinator – Dr. Pritpal Singh Bhullar

Semester - Second

Subject – Research Methodology

Subject Code – MREM0-101

Assignment – Second

Submission Date – 20/02/2017

1. State the differences between Primary data and Secondary data. What are various sources of collecting Secondary data.
2. What do you mean by depth interviews? Explain Laddering technique of conducting depth interview?
3. What are projective techniques in qualitative research? How Construction technique differs from Expressive technique?
4. What do you mean by Probability Sampling? How Stratified sampling differs from Cluster sampling?
5. What do you mean by Scaling? Under what conditions Likert's scale is constructed in conducting primary research?
6. What is questionnaire? Develop a questionnaire on consumer's perception about packaged food.