**RM Classwork based on Data collection and Data analysis**

1. **Individual work:** Revisit the data collection methods and write an example of data collection method which produce a) Qualitative data and b) Quantitative data .
2. **Scenario Task :** TESCO has observed that there are large variations in the type and quantity of rice sold in FIVE of major super markets in London. To devise a pricing and stocking polices for this item, the company has been recording the quantities of the types of rice sold in each of the supermarket locations for the past three months. In addition, they have also conducted surveys with their customers, held group discussions with the local chefs and also conducted in depth interviews with the local business owners in the catering and restaurant businesses. (Hint: you may assume there are 3 types of rice, 5 locations for the supermarkets and so on for the exercise purposes)

You have been appointed as a consultant to guide the data analysis. Explain what type of data has been collected and also draw up plan for the analysis of the data that is collected that would help TESCO to draft their pricing and stock policies.

For Question 2, answer the following:

1. How was Quantitative Data collected?
2. How can Quantitative data be analysed?
3. How was Qualitative data collected?
4. How can Qualitative data be analysed?