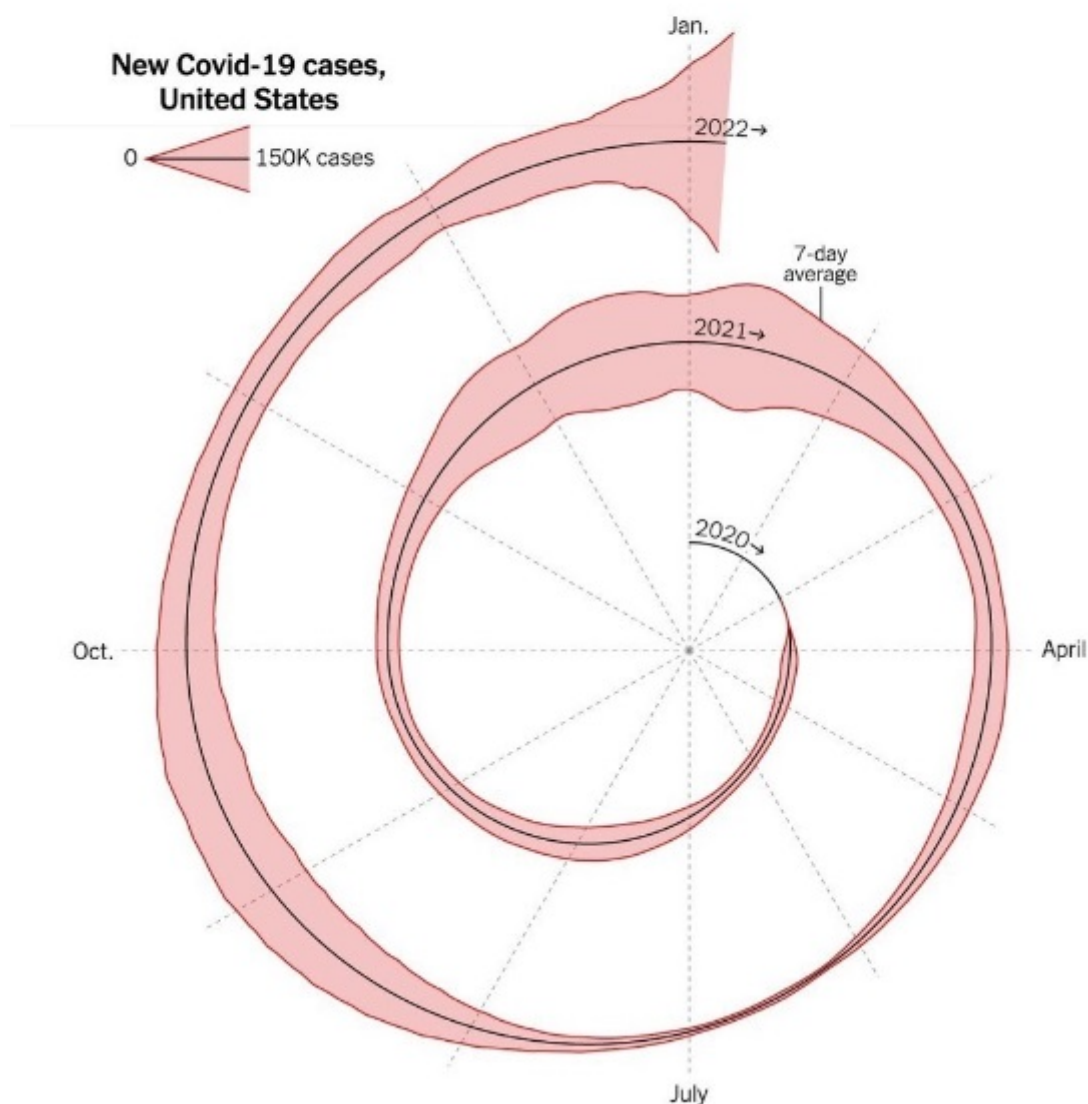4. Critically analyze this visualization in terms of its data types. Critique its effectiveness, and suggest at least one improvement.

The New York Times

Jan. 6, 2022

New Covid-19 cases, United States

0 ◀ 150K cases

Jan.

2022→

7-day average

2021→

2020→

Oct.

April

July

Options :

6406531564929. ✔ I have written answers on the answer sheets

6406531564930. ✖ Not applicable

Market Research

Section Id : 64065330383

Section Number : 12

Section type : Online

Mandatory or Optional :	Mandatory
Number of Questions :	34
Number of Questions to be attempted :	34
Section Marks :	50
Display Number Panel :	Yes
Group All Questions :	No
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	64065367993
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 208 Question Id : 640653470974 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 0

Question Label : Multiple Choice Question

THIS IS QUESTION PAPER FOR THE SUBJECT "DEGREE LEVEL : MARKET RESEARCH"

ARE YOU SURE YOU HAVE TO WRITE EXAM FOR THIS SUBJECT?
CROSS CHECK YOUR HALL TICKET TO CONFIRM THE SUBJECTS TO BE WRITTEN.

(IF IT IS NOT THE CORRECT SUBJECT, PLS CHECK THE SECTION AT THE TOP FOR THE SUBJECTS REGISTERED BY YOU)

Options :

6406531564931. ✔ YES

6406531564932. ✖ NO

Sub-Section Number :	2
Sub-Section Id :	64065367994

Question Number : 209 Question Id : 640653470975 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situation, what sampling method is optimal?

A company plans to do a house-to-house field survey to find the penetration of broadband connections. The required sample size is 300, spread across middle and upper income households

Options :

6406531564933. ✔ Multistage cluster sampling

6406531564934. ✖ Stratified sampling

6406531564935. ✖ Quota sampling

6406531564936. ✖ Systematic sampling

6406531564937. ✖ Convenience sampling

Question Number : 210 Question Id : 640653470976 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situation, what sampling method is optimal?

A bank wants to do a customer satisfaction study over phone, with a sample size of 2000 customers.

Options :

6406531564938. ✖ Multistage cluster sampling

6406531564939. ✖ Stratified sampling

6406531564940. ✱ Quota sampling

6406531564941. ✔ Systematic sampling

6406531564942. ✱ Convenience sampling

Question Number : 211 Question Id : 640653470977 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situation, what sampling method is optimal?

An FMCG firm wants to interview a sample of retailers to find out why its brand of soap is not doing well. The required sample size is 25, and the nature of probing will be in-depth.

Options :

6406531564943. ✱ Multistage cluster sampling

6406531564944. ✱ Stratified sampling

6406531564945. ✱ Quota sampling

6406531564946. ✱ Systematic sampling

6406531564947. ✔ Convenience sampling

Question Number : 212 Question Id : 640653470978 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situation, what sampling method is optimal?

A baby products company plans to test out a new concept among mothers of one year old children. The targeted sample size is 30 and the probing will be qualitative in nature

Options :

6406531564948. ✱ Multistage cluster sampling

6406531564949. ✳ Stratified sampling

6406531564950. ✳ Quota sampling

6406531564951. ✳ Systematic sampling

6406531564952. ✔ Convenience sampling

Question Number : 213 Question Id : 640653470979 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situation, what sampling method is optimal?

A company that makes printers plans to do a customer satisfaction survey amongst its customers, and wants a Pro Rate representation of the various segments. The targeted sample size is 200

Options :

6406531564953. ✳ Multistage cluster sampling

6406531564954. ✳ Stratified sampling

6406531564955. ✳ Quota sampling

6406531564956. ✔ Systematic sampling

6406531564957. ✳ Convenience sampling

Sub-Section Number :	3
Sub-Section Id :	64065367995
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Id : 640653470980 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (214 to 216)

Question Label : Comprehension

Answer the given subquestions.

Sub questions

Question Number : 214 Question Id : 640653470981 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

A manufacturer of readymade garments for men wants to do a sample survey about the brand standing of its brand. It plans to do a house-to-house multistage cluster sampling survey. The company classifies its customers based on collar size (L / M / S) and age (Young / Middle-aged / Elder) and customizes its designs accordingly. The company wants to do the study in only one city. The company wants have a robust sample size with no compromises. What should be the sample size?

$$3 \times 3 \times 1 = 9 \times 30 = 270$$

Options :

6406531564958. ✷ 250

6406531564959. ✷ 265

6406531564960. ✔ 270

6406531564961. ✷ 275

6406531564962. ✷ 285

Question Number : 215 Question Id : 640653470982 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

The same company now decides to do a satisfaction study among its own customers and decides that the key metric will be the mean satisfaction score (measured on a 5 point scale). The company wants to be 95% confident that the findings on the mean satisfaction score is plus or minus 10% accurate. What should be the sample size?

$$\boxed{172}$$

Options :

6406531564963. ✔ 172

6406531564964. ✷ 175

6406531564965. ✳ 177

6406531564966. ✳ 186

6406531564967. ✳ 188

Question Number : 216 Question Id : 640653470983 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

If the company instead decides that the key metric is the percentage of satisfied customers, and wants the same level of accuracy (plus or minus 10% accurate) and confidence (95%), then what should be the sample size? *96*

Options :

6406531564968. ✳ 65

6406531564969. ✔ 96

6406531564970. ✳ 173

6406531564971. ✳ 98

6406531564972. ✳ 100

Sub-Section Number :	4
Sub-Section Id :	64065367996
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Id : 640653470984 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (217 to 218)

Question Label : Comprehension

The family consists of Mr. R who is 73, his wife Mrs. A who is 69, his son MK who is 36 (all of whom live in the same house in Bangalore), his daughter P who lives in Aberdeen in Scotland, and his elder son RK who lives in Delhi.

Mr. R is a retired govt servant and runs the family on his pension, with some monetary support from his elder son. Mrs. A has always been a homemaker and continues to cook and keep house for the family. MK is setting up a business and has no settled earnings yet. RK works for a software firm and earns Rs. 3L per month, while P works in an university in Scotland and earns 40,000 UK pounds per year.

From the above example, answer the given subquestions.

Sub questions

Question Number : 217 Question Id : 640653470985 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Who is the Chief Wage Earner

Options :

6406531564973. ✔ Mr R

6406531564974. ✖ Mrs. A

6406531564975. ✖ RK

6406531564976. ✖ P

6406531564977. ✖ MK

Question Number : 218 Question Id : 640653470986 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Who is the householder / housewife?

Options :

6406531564978. ✖ Mr R

64065531564979. ✔ Mrs. A

6406531564980. ✳ RK

6406531564981. ✳ P

6406531564982. ✳ MK

Sub-Section Number :   5

Sub-Section Id :   64065367997

Question Shuffling Allowed :   No

Is Section Default? :   null

Question Id : 640653470987 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (219 to 223)

Question Label : Comprehension

Please look at the grid below and identify the SEC under the given situations of the household

PLEASE USE THE GRID BELOW TO DETERMINE THE SEC

SOCIO ECONOMIC CLASSIFICATION (URBAN) GRID

Occupation	Illiterate	School upto 4 yrs / literate but no formal schooling	School 5 -9 years	SSC / HSC	Some College but not Graduate	Graduate / Post Graduate - General	Graduate / Post Graduate - Professional
Unskilled Workers	E2	E2	E1	D	D	D	D
Skilled Workers	E2	E1	D	C	C	B2	B2
Petty Traders	E2	D	D	C	C	B2	B2
Shop Owners	D	D	C	B2	B1	A2	A2
Businessmen / Industrialist With employees : 0	D	C	B2	B1	A2	A2	A1
1 to 9	C	B2	B2	B1	A2	A1	A1
10 +	B1	B1	A2	A2	A1	A1	A1
Self Employed Professionals	D	D	D	B2	B1	A2	A1
Clerical / Salesmen	D	D	D	D	B2	B1	B1
Supervisory level	D	D	D	D	B2	B1	A2
Officers / Executives – Junior	C	C	C	B2	B1	A2	A2
Officers/Executives - Middle/Senior	B1	B1	B1	B1	A2	A1	A1

Based on the above data, answer the subquestions.

Sub questions

Question Number : 219 Question Id : 640653470988 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A family of three. All three are graduates. Father is a retired PSU officer-middle management, mother a homemaker, son working in a software firm in junior management role. The father's pension is used for running the household, but the son is the highest earning member in the household

Options :

6406531564983. ✔ A1

6406531564984. ✖ A2

6406531564985. ✖ B

6406531564986. ✖ C

6406531564987. ✖ E2

Question Number : 220 Question Id : 640653470989 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A couple. Husband is a CA, works as a CFO in an MNC. The wife is also employed and takes care of the household expenses. She is a Principal in a city school. She is a doctorate.

Options :

6406531564988. ✔ A1

6406531564989. ✖ A2

6406531564990. ✖ B

6406531564991. ✖ C

6406531564992. ✖ E2

Question Number : 221 Question Id : 640653470990 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A young couple with a 10 year old child. Husband is a graduate and runs his own computer spare parts business with three employees. Wife is also a graduate and works part-time in the husband's firm. The husband's salary is used for meeting monthly household expenses.

Options :

6406531564993. ✔ A1

Question Number : 222 Question Id : 640653470991 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A young couple with a child of 8 years old. Father is running a two-man interior design business (a college dropout). Mother is a post graduate who does part time work from home. Income of both are used to meet household running expenses – in the ratio of 75:25 between the husband and wife

Options :

6406531564998. ✳ A1

6406531564999. ✔ A2

6406531565000. ✳ C

6406531565001. ✳ E1

6406531565002. ✳ E2

Question Number : 223 Question Id : 640653470992 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A family of five. Husband is a driver in a private company. Wife works as a domestic help in a house. Three children who are studying. Both husband and wife have studied till 12th class in school. The husband takes care of managing the expenses for the whole family

Options :

6406531565003. ✳ A1

6406531565004. ✳ A2

6406531565005. ✔ C

6406531565006. ✳ E1

6406531565007. ✳ E2

Sub-Section Number :   6

Sub-Section Id :   64065367998

Question Shuffling Allowed :   Yes

Is Section Default? :   null

Question Number : 224 Question Id : 640653470993 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

Close ended questions give better results than open-ended questions only when the options provided are well thought through and comprehensive.

Options :

6406531565008. ✔ TRUE

6406531565009. ✳ FALSE

Question Number : 225 Question Id : 640653470994 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

Open-ended questions rarely provide the required depth because the interviewer doesn't probe well enough.

Options :

6406531565010. ✔ TRUE

6406531565011. ✖ FALSE

Question Number : 226 Question Id : 640653470995 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

Prior experience in reading the results is one of the key criteria in choice of scale.

Options :

6406531565012. ✔ TRUE

6406531565013. ✖ FALSE

Question Number : 227 Question Id : 640653470996 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

In the absence of other information, it is always safer to use a balanced scale than an unbalanced scale.

Options :

6406531565014. ✔ TRUE

6406531565015. ✖ FALSE

Question Number : 228 Question Id : 640653470997 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

When we provide a mid-point in a scale, we are encouraging the respondent to choose it without due thought.

Options :

6406531565016. ✖ TRUE

6406531565017. ✔ FALSE

Question Number : 229 Question Id : 640653470998 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

Scales should be designed in such a way that the distribution of responses over the scale follow a normal curve.

Options :

6406531565018. ✖ TRUE

6406531565019. ✔ FALSE

Question Number : 230 Question Id : 640653470999 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

One way to ensure a good translation of a questionnaire is to write the questionnaire in the vernacular.

Options :

6406531565020. ✔ TRUE

6406531565021. ✖ FALSE

Question Number : 231 Question Id : 640653471000 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

Awareness and behaviour questions are easier to design and answer than opinion questions.

Options :

6406531565022. ✔ TRUE

6406531565023. ✖ FALSE

Question Number : 232 Question Id : 640653471001 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

The scale shown here is an unbalanced scale since it doesn't have a mid-point – very dissatisfied, somewhat dissatisfied, somewhat satisfied, very satisfied.

Options :

6406531565024. ✖ TRUE

6406531565025. ✔ FALSE

Question Number : 233 Question Id : 640653471002 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to questionnaire design and scales.

It is better to ask a respondent "which brands have you heard of?" than to ask "which brands are salient in your mind".

Options :

6406531565026. ✔ TRUE

6406531565027. ✖ FALSE

Question Number : 234 Question Id : 640653471003 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Group discussions are the preferred technique for laddering technique.

Options :

6406531565028. ✖ TRUE

6406531565029. ✔ FALSE

Question Number : 235 Question Id : 640653471004 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Depth interviews are the preferred technique for laddering technique because the individual nodal points can be identified.

Options :

6406531565030. ✔ TRUE

6406531565031. ✖ FALSE

Question Number : 236 Question Id : 640653471005 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

A moderator is someone who speaks multiple languages.

Options :

6406531565032. ✖ TRUE

6406531565033. ✔ FALSE

Question Number : 237 Question Id : 640653471006 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Group discussions should be conducted in a room where there no audio recording or video recording.

Options :

6406531565034. ✖ TRUE

6406531565035. ✔ FALSE

Question Number : 238 Question Id : 640653471007 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Grouping of brands is a good way to identify the underlying dimensions which consumers use to choose brands in a category.

Options :

6406531565036. ✔ TRUE

6406531565037. ✖ FALSE

Question Number : 239 Question Id : 640653471008 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Projective techniques are very powerful but only when handled by a good moderator.

Options :

6406531565038. ✔ TRUE

6406531565039. ✖ FALSE

Question Number : 240 Question Id : 640653471009 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

High involvement categories probably lend themselves better to qualitative research than low involvement categories.

Options :

6406531565040. ✔ TRUE

6406531565041. ✖ FALSE

Question Number : 241 Question Id : 640653471010 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

The best way to moderate a group discussion is to choose one of the respondents as the moderator.

Options :

6406531565042. ✖ TRUE

6406531565043. ✔ FALSE

Question Number : 242 Question Id : 640653471011 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

It is better to have articulate respondents who speak well rather than shy respondents who don't speak much, for a qualitative study.

Options :

6406531565044. ✖ TRUE

6406531565045. ✔ FALSE

Question Number : 243 Question Id : 640653471012 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Qualitative research generally uses convenience sampling.

Options :

6406531565046. ✔ TRUE

6406531565047. ✖ FALSE

Question Number : 244 Question Id : 640653471013 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Estimating demand for a new product requires quantitative research.

Options :

6406531565048. ✔ TRUE

6406531565049. ✖ FALSE

Question Number : 245 Question Id : 640653471014 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Qualitative research does a better job of understand the image of a brand in consumers' minds.

Options :

6406531565050. ✔ TRUE

6406531565051. ✖ FALSE

Question Number : 246 Question Id : 640653471015 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Packaging cues are better handled in quantitative research.

Options :

6406531565052. ✖ TRUE

6406531565053. ✔ FALSE

Question Number : 247 Question Id : 640653471016 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

The best application of qualitative research is to understand the underlying thought process of consumers.

Options :

6406531565054. ✔ TRUE

Question Number : 248 Question Id : 640653471017 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Statement with respect to qualitative research.

Depth interviews are the best technique for exploratory research.

Options :

6406531565056. ✖ TRUE

6406531565057. ✔ FALSE

LSM

Section Id :	64065330384
Section Number :	13
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	2
Number of Questions to be attempted :	2
Section Marks :	30
Display Number Panel :	Yes
Group All Questions :	No
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	64065367999