

ASSIGNMENT  
OF STCS

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# PRIMARY DATA:-

Primary data are the information collected by a researcher specially for a research assignment. In other words, primary data are information that a company must gather because no one has compiled and published the information in a form accessible to public. Companies generally take the time and allocate the resources required to gather primary data only when a question, issue or problem presents itself that is sufficiently important or unique that it warrants the expenditure necessary to gather the primary data. Primary data are original in nature and directly related to the issue or problem and current data. Primary data are the data which the researcher collects through various methods like interviews, surveys, questionnaires etc.

## ADVANTAGES OF PRIMARY DATA:-

- The primary data are original and relevant to topic of research study so the degree of accuracy is very high.
- Primary data is that it can be collected from a number of ways like interviews, telephone, surveys,



focus, groups etc. It can be also collected across the national borders through emails and posts. It can include a large population and wide geographical coverage.

- Moreover, primary data is current and it can better give a realistic view to the research about the topic under consideration.
- Reliability of primary data is very high because these are collected by the concerned and reliable party.

## DISADVANTAGES OF PRIMARY DATA:-

- For collection of primary data where interview is to be conducted the coverage is limited and for a wider coverage a more number of research are required.
- A lot of time and efforts are required for data collection. By the time the data collected, analysed and report is ready the problem of the research becomes very serious or out dated. So the purpose of the research may be defeated.

- It has design problems like how to design the surveys. The given questions must be simple to understand and respond.
- Some respondents do not give timely responses. Sometimes, the respondents may give late, socially acceptable and sweet answers and try to cover up the realities.
- With more people, time and efforts involvement the cost of data collection goes high. The importance of research may go down.
- In some primary data collection methods there is no control over the data collection. Incomplete questionnaires always give a negative impact on a research.
- Trained person required for data collection. Inexperienced person in data collection may give inadequate data of the research.

## METHODS OF COLLECTION OF PRIMARY DATA :-

Primary data is collected in the course of doing experimental or descriptive research by doing



experiments, performing surveys or by observation or direct communication with respondents. Several methods for collecting primary data are as given below:-

1. OBSERVATION METHOD:- It is commonly used in studies relating to behavioural science. Under this method observation become a scientific tool and the method for data collection for researcher, when it serves a formulated research purpose and is systematically planned and subjected to checks and control.

(a) Structured (descriptive) and unstructured (exploratory) observation:- When a observation is characterized by careful definition of units to be observed, style of observer, conditions for observation and selection of pertinent data of observation it is a structured observation. When these characteristics are not thought of in advance or not present it is unstructured observation.

!b) Participant, Non-participant and disguised observation:- When the observer observes by making himself more or less, the number of group he is observing, it is participant observation but

when the observer observes by detaching himself from the group under observation it is non-participant observation. If the observer observes in such a manner that his presence is unknown to the people he is observing it is disguised observation.

(C) Controlled (laboratory) and uncontrolled (exploratory) observation :-

If the observation takes place in natural setting it is a uncontrolled observation but when the observer takes place according to some pre-arranged plans, involving experimental procedure it is a controlled observation.

## 2. INTERVIEW METHOD :-

This method of collecting data involves presentation of oral verbal stimuli and reply in terms of oral verbal responses. It can be achieved by two ways :-

(i) PERSONAL INTERVIEW

(ii) TELEPHONIC INTERVIEW

### i) PERSONAL INTERVIEW :-

It requires a person known as interviewer to ask questions generally in a face to face contact to other people. It can be -



• Direct personal investigation:- The interviewer has to collect the information personally from the services concerned.

• Indirect personal examination:- The interviewer has to cross examine other persons who are supposed to have a knowledge about the problem.

• Structured Interviews:- Interviews involving the use of pre-determined questions and of highly standard techniques of recording.

• Unstructured Interviews:- It does not follow a system of pre-determined questions and is characterized by flexibility of approach of questioning.

• Focused interview:- It is meant to focus attention on given experience of the respondent and its effect. The interviewer may ask question in any manner or sequence with aim to explore reasons and motives of respondent.

• Clinical interviews:- It is concerned with broad underlying feeling and motives or individual's life experience which are used as method.

to elicit information under this method at the interviewee's direction.

- Non-directive interview:- The interviewer's function is to encourage the respondent to talk about the given topic with a bare minimum of direct questioning.

## (ii) TELEPHONIC INTERVIEWS:-

It requires the interviewer to collect information by contacting respondent on telephone and ask questions or opinions orally.

## 3. QUESTIONNAIRE:-

In this method a questionnaire is sent to the ~~convey~~ respondents who are expected to read, understand and reply on their own and return the questionnaire. It consists of a number of questions printed or typed in a definite order on a form or set of forms.

It is advisable to conduct a 'pilot study' which is rehearsal of the main survey by experts for testing the questionnaire for weaknesses of the questions and techniques used.



### Essentials of good questionnaire:-

- It should be short and simple.
- Questions should proceed in logical sequence.
- Technical terms and vague expressions must be avoided.
- Control questions to check the reliability of the respondent must be present.
- Adequate space for answers must be provided.
- Brief directions with regard to filling up of questionnaire must be provided.
- The physical appearance - quality of paper, colour etc must be good to attract the attention of the respondent.

### 4. SCHEDULES:-

This method of data collection is similar to questionnaire method with the difference that schedules are being filled by enumerations specially appointed for purpose. Enumerations explain the aims and objects of the investigation and may remove any

misunderstanding and help the respondents to record answer. Enumerators should be well trained to perform their job, he/she should be honest hard working and patient. This type of data is helpful in extensive enquiries however it is very expensive.

## SECONDARY DATA ⇒

Secondary data is the data that have already been collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available where primary data cannot be obtained at all.

## • ADVANTAGES OF SECONDARY DATA ⇒

1. It is economical. It saves efforts and expenses.
2. It is saving time saving.
3. It helps to make primary data collection more specific. Since with the help of secondary data, we are able to make out what are the gaps and deficiencies and what additional information needs to be collected.



4. It helps to improve the understanding of the problem.
5. It provides a basis for comparison for the data that is collected by the researcher.

## • DISADVANTAGES OF SECONDARY DATA ⇒

1. Secondary data is something that seldom fits in the framework of the marketing research factors.
2. Accuracy of secondary data is not known.
3. Data may be outdated.
4. Extra cautions is required to use secondary data.

## • METHODS OF COLLECTING SECONDARY DATA ⇒

Secondary data may be collected from a wide variety of sources. Broadly, we can classify these source into two types:-

1. Internal Source
2. External Source

INTERNAL SOURCE  $\Rightarrow$  Internal source of data are those that are originated in the organization. Internally, secondary data can be collected from an organization's own record and database. Some internal source of secondary data are described below:-

Sales data:- The sales & record of an organization can be a vast source of secondary data. Every organization keeps records regarding its operation e.g. sales order received and delivered recording cost of goods sold, preparing sales invoice, returned of goods, preparing sales reports etc.

Financial data:- An organization's financial data can be obtained mainly from its financial statements. The financial statements comprise income statement, balance sheet cash flow statement, notes to the financial statement & owner's equity statement.

The above financial statements provide information regarding the financial performance & financial position of an organization that are widely used in making managerial decision e.g. investment decision.

The financial data are widely used in research especially in accounting research.



Transport Data:- A company that keeps records regarding transport operation is efficient in determining the most profitable route or cost-effective route. Good data on transport operation enables the firm to conduct trade-off analysis & enables the firm to have a best financial outcome.

Storage Data:- Storage data can also a great source of secondary data that can be used by researcher. Information about strong loss, stock handling cost, block out rate etc. information are useful to analyze the efficiency and effectiveness of operation of an organization.

There is other internal source of collection of secondary data e.g. an organization background information of published documents, employee records etc.

## 2. EXTERNAL SOURCE ⇒

External source are those that are generated by an entity other than the researcher's organization. Most of the secondary data are collected by the researcher from external sources. Some external source of secondary data are described as below:-

Govt. Statistics:- Govt. statistics is one of the largest source of secondary data. In every

country, govt. conduct research to develop new policy or taking decisions. So, researcher can collect data needed for his study from govt. statistics. It may include the followings:-

- Population statistics
- Agriculture statistics
- Import/export statistics
- Social survey e.g. family expenditure survey.
- Production statistics etc.

Trade associations:- Trade associations can also be a large source of collecting secondary data.

Commercial Service:- Published market research reports and other publications are available from a wide range of organizations which charge for the information. Typically marketing people are interested in consumer info and media statistics obtained from large scale consumers or formers.

The commercial organization provide funds, for the collection of data which are wide variety in typically contents. Then they sell the data or information to interested parties for a charge.

Media Sources:- Information on a board range of subjects is available from broadcast and print media. CNN Financial News and business Week are a valuable source for information on the economy and



Media frequently provides various aspects of Americans' lives, such as financial affairs, and make reports of survey findings available to potential advertisers free of charge.

Data about the readers of magazines and audiences for broadcast media typically are ~~profiled~~ profiled in media kits and advertisements.

National & Internationally institutes:- There are different national and international institutes worldwide from where the researcher can collect secondary data. Some examples of such institutes are:-

- Bank economic reviews
- University research reports
- Published journals and Articles
- World bank
- International monetary fund (IMF)
- EIU
- UNDP
- ITC etc.