

Data

- **Raw facts and figures**
- **Research data : that has been collected, observed, generated or created to validate original research findings**
- **Data are of Two Types**
 - **Primary data**
 - **Secondary Data**

Data

- The primary data are those which are collected afresh and for the first time
- Primary data are original in nature and directly related to the issue or problem and current data.
- The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

Sources/Method of Primary Data

- **Observation (Structured and Unstructured)**
- **Interview (Personal / Telephonic)**
- **Questionnaire**
- **Schedule (Enumerator)**
- **Other Method - Warranty Card, Use of Mechanical Devices, Audits**

Sources/Method of Secondary Data

- **Internal sources of data**

- Company Records
- Employee Records
- Sales Record
- Financial Record
- Other

- **External Sources**

- Published Data - By Government or by Private agencies/organisation
- Census, CSO data, NSS
- Books and Magazines
- Journals
- Newspapers
- Websites etc.

Difference Between Questionnaire and Schedule

Questionnaire	Schedule
Filled by Respondents	Filled by research worker / Enumerator
Cheap and Economical	Expensive, require training
Non Response is very High	Non Response is very low
Identity of Respondents is not clear	Identity of respondents is known
Personal Contact is not established	Personal Contact is established
Cannot be used when respondents are illiterate	Can be used
Risk of Incomplete and wrong information	Low risk