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## **Assignment 2**

**Q.** Compare primary and Secondary research .



<b>Primary Research</b>	<b>Secondary Research</b>
Data collected by researcher himself	Data collected by other persons.
Original or unique information Doesn't need adjustment, is focused	Not original or unique information. Needs adjustment to suit actual aim.
Surveys, observations, experiments	Internal records, Govt. published data, etc.
Qualitative data	Quantitative data
Observation, experiment,interview	Desk research method, searching online, etc.
More reliable	Less reliable
More time consuming	Less time consuming
Needs team of trained investigators	Doesn't need team of investigators
Costly	Economical
Secondary data is inadequate	Before primary data is collected
More capable to solve a problem	Less capable to solve a problem
Most suitable to achieve objective	May or may not be suitable
Possibility of bias exist	Somewhat safe from bias
Researcher or his agents	Persons other than who collects primary

**Q. How would you carry out Research for a Problem defined by you earlier in Problem 1.**

➔ In earlier problem 1 Secondary Research was used. To identify a problem research, a news article is used. Google helps to collect the data about problems. Online surveys conducted by the media on twitter to identify what problem is faced by the public on roads .It gives an Idea how many peoples are facing problems. Various articles to collect the internal and external data with this we get stakeholders of the problem. Then by comparing data from different sources and normalizing it to uniform data then by analyzing the data and reviewing it to find and determine whether we have got all answers to the question which you have and repeating all the steps again to dwell further for actionable insights.