

Ans-6 Following are the important merits of observation in data collection :-

(i) There is low cost even when the universe is large and is widely spread geographically.

(ii) It is free from the bias of the interviewer; answers are in respondents own words.

(iii) Respondents have adequate time to give well thought out answers.

(iv) Respondents, who are not easily approachable, can also be used and reached conveniently.

(v) Large samples can be made use of and thus the results can be made more dependable and reliable.

(vi) Questions should be impartial in order to not to give a biased picture of the the true state of affairs.

Following are demerits of this system :-

- (i) Low rate of return of the duly filled in questionnaires : biased IS due to no-response is often indetermined.
- (ii) It can be used only when respondents are educated and cooperating.
- (iii) The control over questionnaire may be loss once it sent
- (iv) There is inbuilt inflexibility because of the difficulty of amending the approach once question have been dispatched.
- (v) It is difficult to know whether willing respondents are truly representative.
- (vi) There is also the possibility of ambiguous replies or omission of replies altogether to certain question interpretation of omission is difficult.