Ques-1 Explain the different types of sampling with relevant examples

Ans.

Sampling in market research is of two types probability sampling & non-probability sampling. let's take a closer look at these two methods of sampling :-

① Profitability sampling - It is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly.

There are four types of probability sampling techniques :-
① Simple random sampling.
⑪ Cluster sampling
⑪ Systematic sampling
⑭ Startified random sampling.

② Non-profitability sampling - In this, the researcher chooses member for research at random.

The sampling method is not a fixed or predefined selection process. This makes it difficult for all elements of a population to have equal opportunities to be included in a sample.

Types of non-profitability sampling are:-

(i) convenience sampling.

(ii) Judgemental & propositional sampling.

(iii) Snowball sampling.

(iv) quota sampling.