

within your study. Cross-tabulation is a popular choice for statistical analysis. Since it is a reporting/analysing tool it can be used with any level of data: ordinal or nominal, because it treats all data as a nominal data.

Q.2
Ans

There are basically two types of errors if we study in Business research methods. That are sampling errors and non-sampling errors. Let's see each by each in brief.

*** Sampling Error** - it is a statistical error that occurs when an analyst does not select a sample that represents the entire population of data and the results found in the sample do not represent the results that would be obtained

from entire population. Sampling is basically an analysis performed by selecting a number of observations from larger population, and the selection can produce both sampling error and non-sampling error.

Sampling error can be eliminated when the sample size is increased and also by ensuring that the sample adequately represents the entire population.

* Non-Sampling Error - it is a type of error that results during data collection, causing the data to differ from the true values. Non-sampling error differs from sampling error.

The "errors" result from the mere fact that data in a sample is unlikely to perfectly match data

in the universe from which the sample is taken. This error can be minimized by increasing the sample size. Non-sampling errors come all other discrepancies including those that arise from a poor sampling technique.