

unit 1 ip

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FINANCIAL FEASIBILITY

BIG D

QUALITATIVE ATTRIBUTES

- ⦿ Can either be ordinal or nominal in nature
- ⦿ Consumers-nominal
- ⦿ Ordinal attributes-consumer satisfaction and consumers love for the goods.

NOMINAL VS ORDINAL DATA

- ⦿ Difference exists between the two
- ⦿ Difference in counting, measuring and use of numbers.
- ⦿ Difference in their order

RELATION TO A RATING SCALE

- Relationship with the scale can be obtained from the difference between the two
- No relationship exists with nominal data
- Relationship exists with the ordinal data.

INTERVAL AND RATIO DATA

- ① Researchers can measure level of demand in the market and number of other brands in the market
- ① Interval and ratio data are both interval data.
- ① Interval data-data with equally split intervals between values
- ① Ratio data-data with a clear zero point.

POPULATION VS SAMPLE

- ① Population-target group of interest to researcher
- ② Sample- some part of population
- ③ Possible target group-school sports teams and community sports teams.

REFERENCES

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