**Research Methodology**

**September 2023 Examination**

**Question 1:  Identify the measurement scale of each column below and also write the reason.**

**Introduction**

The dimension scale of each column in a dataset is critical for comprehending the nature of the facts and selecting the most suitable statistical evaluation techniques. We can ascertain the level of size and the type of information each column represents by identifying the measurement scale. In this evaluation, we can investigate the size scales of the columns blanketed inside the dataset, which includes respondent code, gender, age categories, city, Instagram rating, and REELS score. We can determine whether or not the records in every column fall under nominal, ordinal, c language or ratio measures by analyzing the

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**Question 2: Write the steps of Proportionate stratified sample steps for the following. :**

**Introduction**

Stratified random sampling guarantees a consultant and impartial sample by partitioning a population into outstanding companies or strata. Through employing this technique, researchers can gain valuable insights into specific subgroups of interest while preserving the traits of the general population. In this context, we can create a stratified random pattern of 20 businesses, with company reputation as the stratification variable for Leh and Ladakh.

This sampling approach aims to research the characteristics, performance, and other relevant factors of Leh and Ladakh-based groups while ensuring a numerous representation across

**Question 3. a :Perform the pair sample t-test for the following problem using EXCEL. Run two tailed tests with significance level 5%**

**Introduction**

The paired t-test was performed to research the relationship between "college" and "standaloneInst," representing an impartial organization. On a sample of 13 observations, the evaluation turned into performed. The implied score for the "university" variable was decided to be 36, with a popular error of 11.76642 and a well-known deviation of 42.42444. The

**Question 3. b :Perform the ANOVA for the following problem using EXCEL.**

**Introduction**

The presented results of the evaluation of variance (ANOVA) reveal the sources of variation and the corresponding statistical values for the provided facts. ANOVA is a statistical look used to decide whether or not the manner of 3 or greater companies or variables differ significantly.