
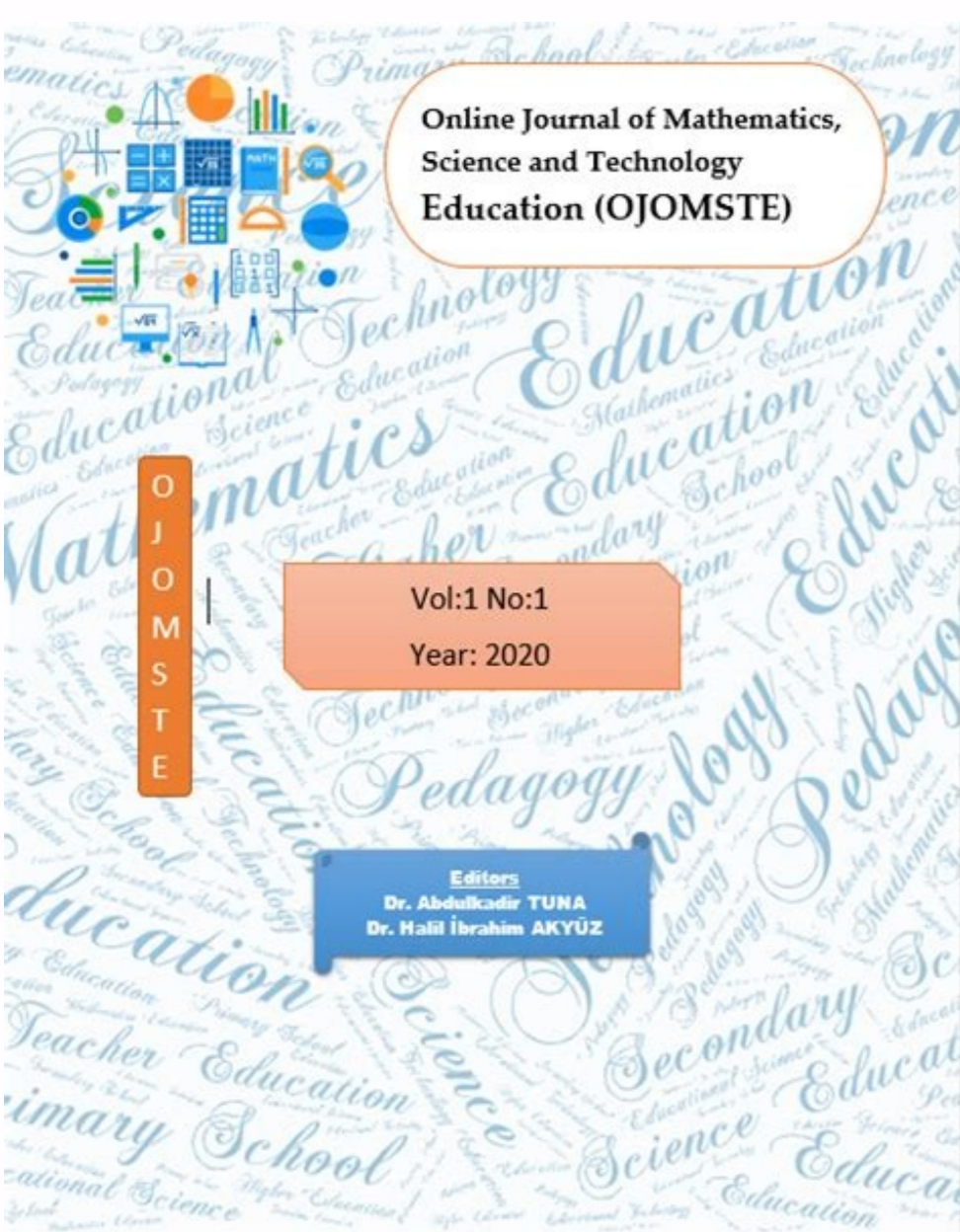
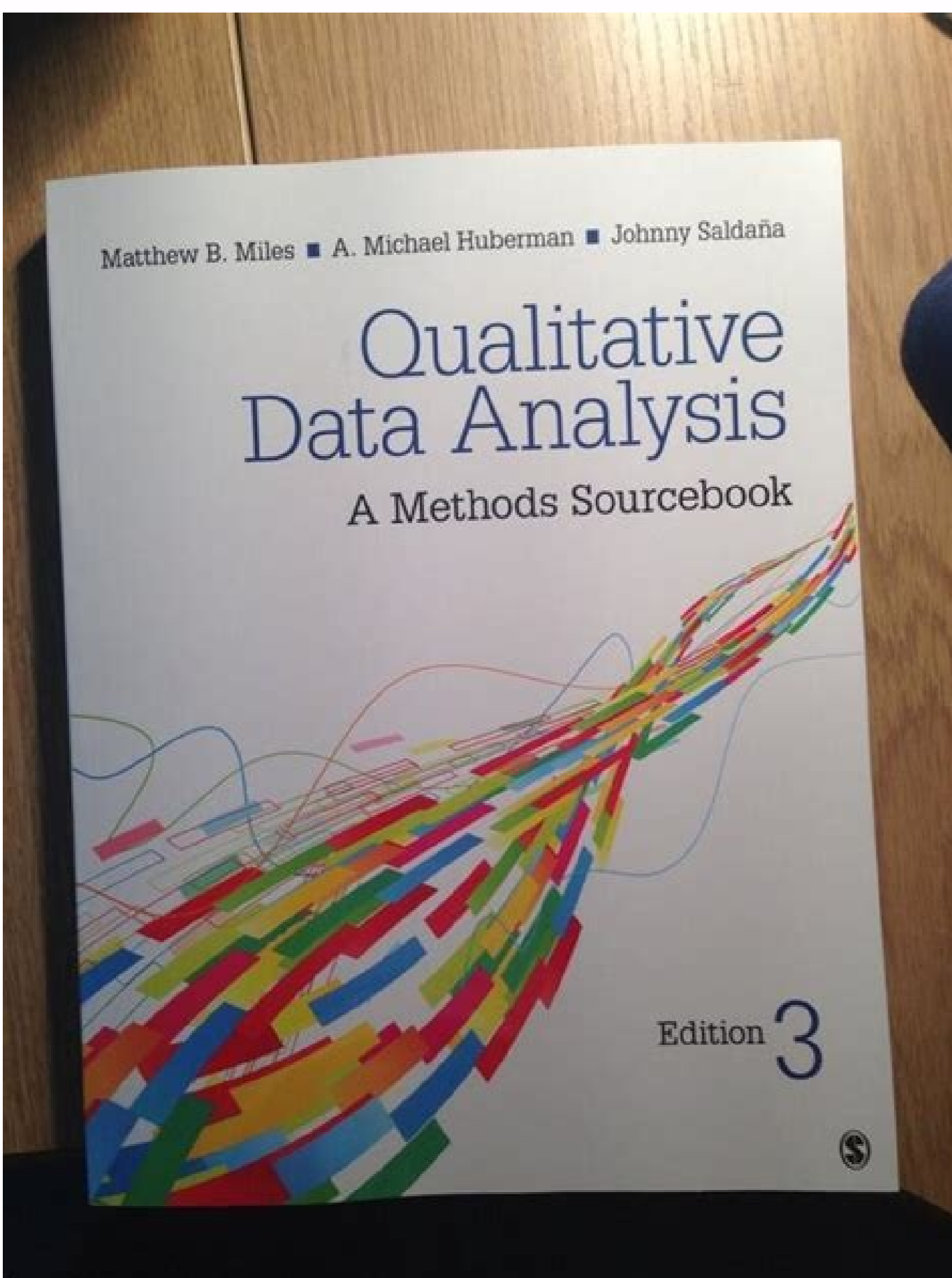


Miles and huberman qualitative data analysis 1994 pdf

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Next



M.COM (Part - II)
Research Methodology
(May-2017)

Q.P. Code 06835

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.
N.B: 1. Attempt any Two questions from each section.
2. Give suitable examples wherever necessary.

Section-I

- Q.1. Define Research. Explain its significance and scope. 25
- Q.2. Explain the components of research problem and the different sources of identifying research problem. 25
- Q.3. Explain the Primary and Secondary methods of data collection. Explain limitations of Primary and Secondary data. 25
- Q.4. Explain the need for Multidisciplinary and Interdisciplinary Research. 25

Section-II

- Q.5. Explain the significance of Data Processing. 25
- Q.6. What is Research Report? Describe the steps in Research Report Writing. 25
- Q.7. Describe the various forms of quantitative tools of Statistical Analysis. 25
- Q.8. Write short notes on any Two. 25
 - (a) Editing and Coding of data processing
 - (b) Types of research report
 - (c) Measures of central tendency.

```
public class CrunchifyGoogleGSONExample {
    public static void main(String[] args) {
        JSONArray array = readFromFileContent();
        convertJSONArraytoArrayList(array);
    }

    private static void convertJSONArraytoArrayList(JSONArray array) {
        // Use method fromJson() to deserialize the specified json into an object
        // of the specified class
        final ArrayList<?> jsonArray = new Gson().fromJson(array.toString(), ArrayList.class);
        log("\nArrayList: " + jsonArray);
    }

    private static JSONArray readFromFileContent() {
        JSONArray crunchifyArray = new JSONArray();
        String lineFromFile;
```



Web marketing is a complex and difficult task, aggravated, according to an expert, by too many analysts and marketers who follow what he calls the theory of the WTO: "invented shit." That colorful council was offered to participants in Strata Tuesday by Avinash Kaushik, head of education and founder of the Motive market consulting firm. This would not be, in any way, the last bit of humor out of color that Kaushik would provide in his discussion of the many common mistakes they take when dealing with the big data as a solution to web marketing. In particular, Kaushik addressed his MCU commentary to analysts who often apply their own personal and standard programs to the many dimensions involved in understanding how a customer passes from not buying a product to actually complete the transaction. In the past, the last click made by a customer would be what gave all the importance. Then, Kaushik explained, it was the first click that took everything. "It's like I gave all the credit to my first girl for marrying my wife," Kaushik joked with the busy session. In the end, all parts of the transaction were given equal weight when they were measured and taken into account, to which Kaushik also joked. Then, the importance of each dimension would be diminished over time, to which Kaushik reluctantly gave approval. "Maybe it's a little decent," he admitted. But then what seemed to be the worst idea if everyone: the size of a transaction would be arbitrarily customized to a business by experts who think they know what they are doing. This practice, Kaushik said out loud, were really these experts who exercised their knowledge of MCU theory. While Kaushik was strict with such practices in web analytics and marketing, he was not above admitting that the pure volume of web analytics was a tough hurdle for any marketer to face. And he offered a solution. "Is there anything better than analysing the attribution of the rear-view mirror", he asked? "Yes! Media mix mix By performing controlled experiments on ads and media purchases in different locations or geographical locations, Kaushik argued, you can get much better results than trying to read the tea leaves to understand what the data means. "Data is huge, fast and free", he said. "It's economical to have and show nicely." As such, it means that companies should be prepared to change the way they make decisions with big data. Make decisions. Under the "old" methods, workers would find the data, they couldn't locate much data, hire an expert to find the data, and then ask the boss to reject anything they found and implement a decision based on their instincts. Now, Kaushik went on, here's the new way: imagine all the data in the world, collect all the data, deal with data processing, implement Hadoop, then Hadoop nodes 2-9, do some data research, email the boss, do something, then something... and finally do an action... maybe. This is the standard method for large data marketing and needs to change. Bigger isn't always better. "Real-time data without the ability to act in real-time is useless. The thing we need to look for is the right time data", said Kaushik. If you really have to have real time, he added, then replace any man in the process with a smart algorithm. "It's the only way to get real time", said Kaushik. Kaushik's discussion was full of hectic, almost maniacal energy, but he raised some excellent points about how big data can't be treated as a global solution, and that the right people were absolutely needed to influence real solutions for big data marketing. "We need people to have this", Kaushik concludes: "People with skills in the scientific method, the design of experiments and the knowledge of statistical analysis." This one "Data analysis in real time more important than real time" was originally published by ITWORLD. Copyright A, 169; 2012 IDG Communications, Inc. Skip to the main content Behavioral research program Pexels License / Lukas / Pexels. COM COM data It seems abstract and complicated, but it provides answers to the problems of the real world, especially for businesses. By taking qualitative factors, data analysis can help companies to develop action plans, make marketing and sales decisions and excel in a crowded market. If you are running a company or just interested in concepts, you can use this guide to learn the basics of data analysis. What is data analysis? Data analysis is what happens under the biggest umbrella of data analysis. The analysis of qualitative data allows companies to perform data analysis on a broader scope and to address issues of corporate scope such as productivity and performance. Analysis of data implies the evaluation of qualitative data in the hope of establishing a reason for something that has happened. It can also identify models that then inform business decisions. Essentially, qualitative data are non-

numerical data. It could include customer behavior, how and when a consumer clicks on a link. It may also include customer feedback, transcripts or records of sales calls. The different categories of data analysis There are four main categories of analysis: descriptive, diagnostic, predictive and prescriptive. Descriptive analytics document what happened for a certain period of time. Diagnostic analysis evaluates why © in an event: did the elections influence sales in November? Predictive analyses look to the future and determine what will happen on the basis of previous and similar events and models. Finally, the prescriptive analysis evaluates the data and then makes recommendations based on that data analysis. Developing an Hypothesis As a first step, you want to develop a hypothesis for any event or behavior you wish to explain through your data analysis. Does summer heat affect beer sales? I are lively on a landing page that guides more customers through your sales funnel or not? Take a moment to develop a workable theory for why, then use your data analysis to prove or deny deny deny hypotheses. Analyzing your Database The first step in any data analysis is optimal data segmentation. You want to look at the metrics that directly affect your hypothesis. Segment of your data by category, looking at factors such as time or position. It is also possible to encode data to facilitate analysis. Then, look at the data to detect trends and peaks. Finally, assess the impact of the trends identified in its data assessment. Developing an Action Plan Ideally, data analysis leads to feasible decisions that improve business performance. If possible, compare your results with comparable research in your space or niche. Use your results in a report that you can share with your team to discuss continuously. BEFORE QUESTIONSANSWERED. NET QUESTION ANSWER. NET

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