

Vivekanand College, Kolhapur (Autonomous)

Department of Economics

Subject- Research Methodology

Topic- Sample Design

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Sample Design

- A sample design is a definite plan for obtaining a sample from a given population.
- Population/Universe/Census
- Census survey in India?
- Small universe- no need of sampling.
- Sampling techniques and sample survey.
- Examples – blood test, cooking.



Factor affecting the size of sample

- Homogeneity or heterogeneity of universe.
- Nature of study.
- Standard of accuracy.
- Size of questionnaire.
- Types of sampling used.



Characteristics of good sample design

- Sample design should be a representative sample.
- Sample design should have small sampling error.
- Sample design should be economically viable.
- Sample design should have marginal systematic bias.
- Results obtained from the sample should be generalized and applicable to the whole universe.