

Vivekanand College, Kolhapur (Autonomous)

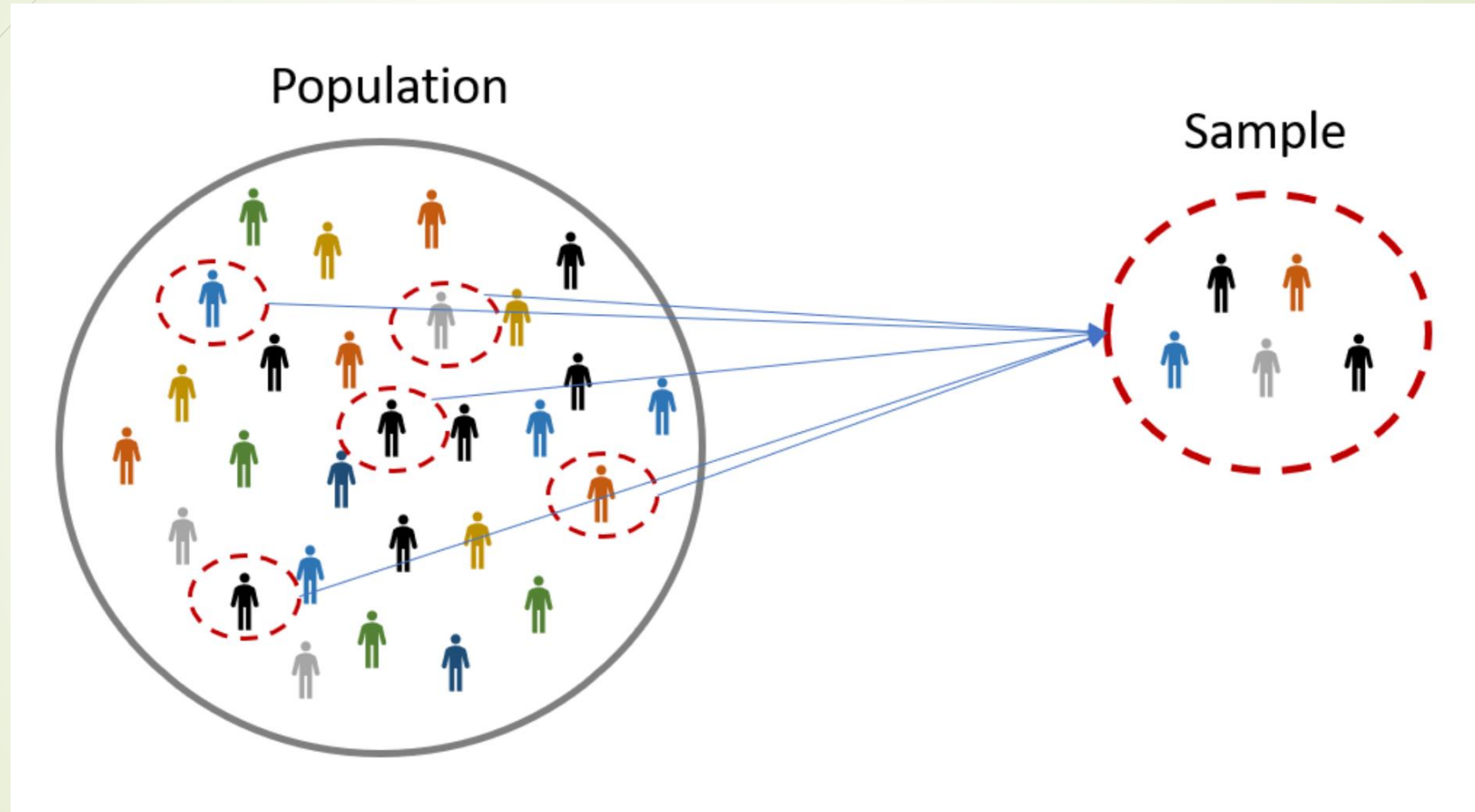
Department of Economics

Subject- Research Methodology

Topic- Sample Selection: Meaning and Types

Mr. Ashish Bhasme

Example of Population & sample





Types of Sample Design

- ▶ Probability Sampling
- ▶ Non- probability Sampling



Probability sampling

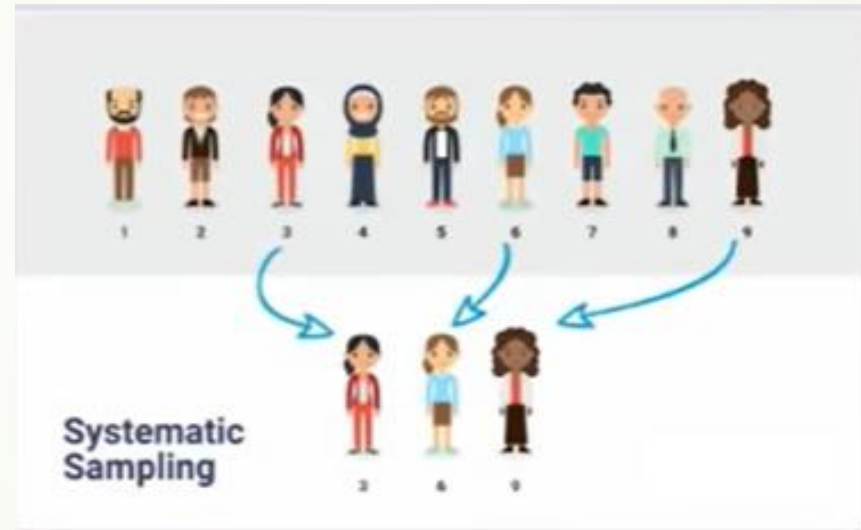
Types-

- Simple Random Sampling
- Systematic Sampling
- Stratified Sampling
- Cluster sampling
- Multi-stage Sampling

Simple Random Sampling



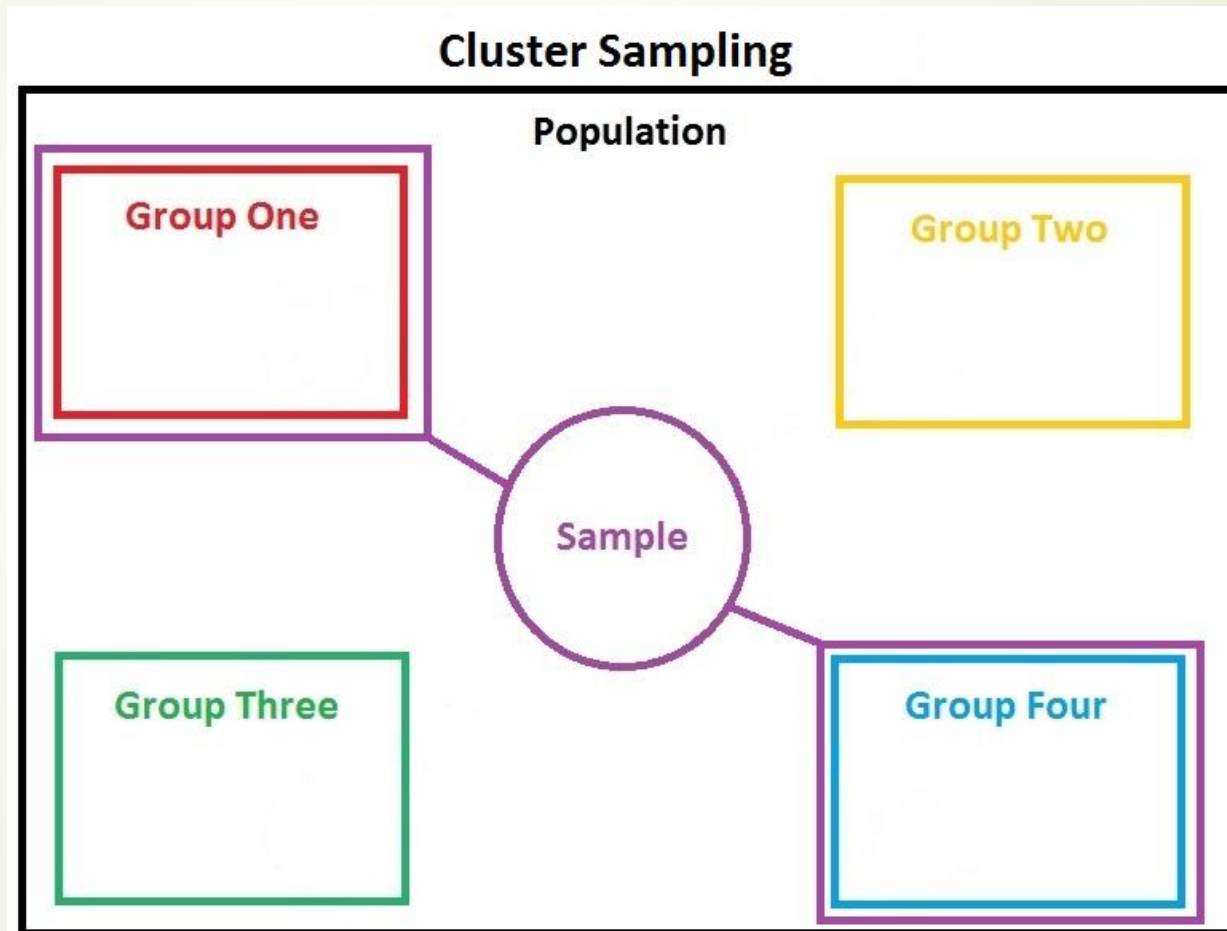
Systematic Sampling



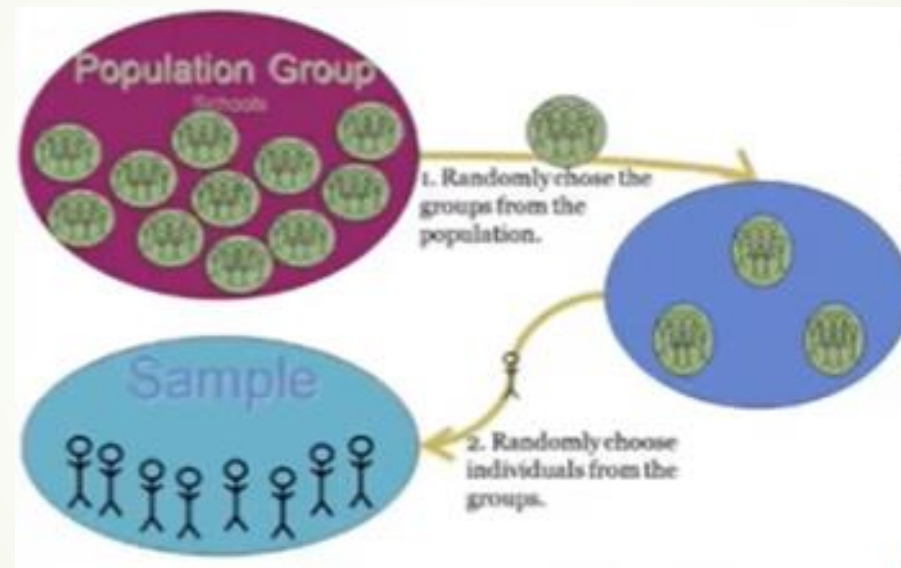
Stratified Sampling



Cluster sampling



Multi-stage Sampling





Non- probability Sampling

- **Deliberate Sampling**
- **Quota Sampling**
- **Snow-ball Sampling**