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Error describes deviations from the desired outcome Survey

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methodology studies ways to minimize such errors. Survey quality perspective (1) 28

Principles of Survey Methodology - UCLA Labor Center

The essence of survey method can be explained as "questioning individuals on a topic or topics and then describing their responses". In business studies survey method of primary data collection is used in order to test concepts, reflect attitude of people, establish the level of customer satisfaction, conduct segmentation research and a set of other purposes.

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