

Classroom Survey for Basic Parameters

Course: MBA (Marketing) Semester: I

This activity was designed as a practical introduction to the research and analytics process — a foundational aspect of marketing education. The goal was to provide students with experiential exposure to the entire data cycle: from designing a questionnaire to collecting real-life data and finally analyzing that data using statistical techniques taught later in the course.

To make it personally relevant and easy to execute, the activity focused on collecting basic demographic and physical parameters (e.g., height, weight, gender, age, place of residence, language spoken, etc.) from the classroom itself — creating a live, familiar dataset that would later be used for learning descriptive and inferential statistics.

Students were introduced to the concept of primary data collection and the basics of survey design — including clarity of questions, avoiding bias, and ethical considerations (like voluntary participation and data sensitivity). Each group developed a short structured questionnaire with 8–10 items. Students then moved around the classroom collecting data from their peers using their questionnaires. The collected data formed the basis of in-class examples during sessions on statistics. Concepts like mean, median, mode, range, standard deviation, cross-tabulation, correlation, and even basic hypothesis testing were taught using this live dataset. For instance:

- Average height or weight in the class.
- Gender-wise differences in responses.
- Correlation between height and weight.
- Visualizations using bar charts, pie charts, histograms, and scatterplots.

This activity gave students first-hand experience in how data is born and that statistics isn't just about numbers in a book, but about people and context