**BUSN2028**

**Tutorial Preparation - Week 5**

1- Compare and contrast nonprobability sampling methods, with regards to use and advantages. Consider your selected brand for the group assignment and think which nonprobability sampling method will be more beneficial.

2- Group Activity: Think about the ‘problem statement’ that you have selected for your chosen brand as a group (**Target Australia**). Now try to create a list of possible questions (at least 10 questions) that you could ask from your sample that will help you i) better understand and ii) find a solution for the brand’s problem.