

A good sample must represent all the characteristics of the population. Take a real-life example and explain why it is necessary? If it is not true, what can happen? (Refer Chapter-5/ Module-4)

Embed course material concepts, principles, and theories (which require supporting citations), along with two scholarly peer-reviewed references in support of your answer. Keep in mind that these scholarly references can be found in the Saudi Digital Library by conducting an advanced search specific to scholarly references.

Be sure to support your statements with logic and argument, citing all sources referenced. Post your initial response early and check back often to continue the discussion. Be sure to respond to your

peers' posts as well.

Textbook:

Schindler, P. S. (2019). Business Research Methods (13 ed.). New York, NY: McGraw-Hill/Irwin.