

Interview via Mail

Interview/survey done through mail/post office.

Merits

- Economical
- Wider coverage
- Less pressure on respondents

Demerits

- Low rate of return
- No classification can be made
- Non-verbal expressions cannot be noted

Interview via Telephone

Telephone is the medium through which the information from respondents is collected.

Merits

- Economical (Moderate Cost)
- Quick Response
- Wider coverage
- Busy people prefer telephone interviews
- Interviews can be collected from more respondents in a day.
- Time saving

Demerits

- Limited time for respondent
- Availability of interviewer
- Interviewer can hang up the phone and refuse to answer