

Chapter 02

Data Collection

True / False Questions

1. Categorical data have values that are described by words rather than numbers.
True False
2. Numerical data can be either discrete or continuous.
True False
3. Categorical data are also referred to as nominal or qualitative data.
True False
4. The number of checks processed at a bank in a day is an example of categorical data.
True False
5. The number of planes per day that land at an airport is an example of discrete data.
True False
6. The weight of a bag of dog food is an example of discrete data.
True False
7. In last year's annual report, Thompson Distributors indicated that it had 12 regional warehouses. This is an example of ordinal level data.
True False
8. Nominal data refer to data that can be ordered in a natural way.
True False
9. This year, Oxnard University produced two football All-Americans. This is an example of continuous data.
True False
10. The type of statistical test that we can perform is independent of the level of measurement of the variable of interest.
True False

11. Your weight recorded at your annual physical would *not* be ratio data, because you cannot have zero weight.
True False
12. The level of measurement for categorical data is nominal.
True False
13. Temperature measured in degrees Fahrenheit is an example of interval data.
True False
14. The closing price of a stock is an example of ratio data.
True False
15. The *Statistical Abstract of the United States* is a huge annual compendium of data for the United States, and it is available online free of charge.
True False
16. Ordinal data can be treated as if it were nominal data but not vice versa.
True False
17. Responses on a seven-point Likert scale are usually treated as ratio data.
True False
18. Likert scales are especially important in opinion polls and marketing surveys.
True False
19. Ordinal data are data that can be ranked based on some natural characteristic of the items.
True False
20. Ratio data are distinguished from interval data by the presence of a zero reference point.
True False
21. It is better to attempt a census of a large population instead of relying on a sample.
True False
22. Judgment sampling and convenience sampling are nonrandom sampling techniques.
True False
23. A problem with judgment sampling is that the sample may not reflect the population.
True False

24. When the population is large, a sample estimate is usually preferable to a census.
True False
25. Sampling error is avoidable by choosing the sample scientifically.
True False
26. A sampling frame is used to identify the target population in a statistical study.
True False
27. By taking a systematic sample, in which we select every 50th shopper arriving at a specific store, we are approximating a random sample of shoppers.
True False
28. A worker collecting data from every other shopper who leaves a store is taking a simple random sample of customer opinion.
True False
29. Creating a list of people by taking the third name listed on every 10th page of the phone book is an example of convenience sampling.
True False
30. Internet surveys posted on popular websites have no bias since anyone can reply.
True False
31. Analysis of month-by-month changes in stock market prices during the most recent recession would require the use of time series data.
True False
32. A cluster sample is a type of stratified sample that is based on geographical location.
True False
33. An advantage of a systematic sample is that no list of enumerated data items is required.
True False
34. Telephone surveys often have a low response rate and fail to reach the desired population.
True False
35. Mail surveys are attractive because of their high response rates.
True False
36. A problem with convenience sampling is that the target population is not well defined.
True False

37. If you randomly sample 50 students about their favorite places to eat, the data collected would be referred to as cross-sectional data.
- True False
38. The number of FedEx shipping centers in each of 50 cities would be ordinal level data.
- True False
39. Internet surveys posted on popular websites such as MSN.com suffer from nonresponse bias.
- True False
40. Different variables are usually shown as *columns* of a multivariate data set.
- True False
41. Each *row* in a multivariate data matrix is an observation (e.g., an individual response).
- True False
42. A bivariate data set has only two observations on a variable.
- True False
43. Running times for 3,000 runners in a 5k race would be a multivariate data set.
- True False
44. Running times for 500 runners in a 5k race would be a univariate data set.
- True False
45. A list of the salaries, ages, and years of experience for 50 CEOs is a multivariate data set.
- True False
46. The daily closing price of Apple stock over the past month would be a time series.
- True False
47. The number of words on 50 randomly chosen textbook pages would be cross-sectional data.
- True False
48. A Likert scale with an even number of scale points between "Strongly Agree" and "Strongly Disagree" is intended to prevent "neutral" choices.
- True False
49. Private statistical databases (e.g., CRSP) are usually free.
- True False

Multiple Choice Questions

50. An investment firm rates bonds for AardCo Inc. as "B+," while bonds of Deva Corp. are rated "AA." Which level of measurement would be appropriate for such data?
- A. Nominal
 - B. Ordinal
 - C. Interval
 - D. Ratio
51. Which variable is *least* likely to be regarded as ratio data?
- A. Length of time required for a randomly chosen vehicle to cross a toll bridge (minutes)
 - B. Weight of a randomly chosen student (pounds)
 - C. Number of fatalities in a randomly chosen traffic disaster (persons)
 - D. Student's evaluation of a professor's teaching (Likert scale)
52. Which of the following is numerical data?
- A. Your gender
 - B. The brand of cell phone you own
 - C. Whether you have an American Express card
 - D. The fuel economy (MPG) of your car
53. Measurements from a sample are called:
- A. statistics.
 - B. inferences.
 - C. parameters.
 - D. variables.
54. Quantitative variables use which two levels of measurement?
- A. Ordinal and ratio
 - B. Interval and ordinal
 - C. Nominal and ordinal
 - D. Interval and ratio
55. Temperature in degrees Fahrenheit is an example of a(n) _____ variable.
- A. nominal
 - B. ordinal
 - C. interval
 - D. ratio

56. Using a sample to make generalizations about an aspect of a population is called:
- A. data mining.
 - B. descriptive statistics.
 - C. random sampling.
 - D. statistical inference.
57. Your telephone area code is an example of a(n) _____ variable.
- A. nominal
 - B. ordinal
 - C. interval
 - D. ratio
58. Which is *least* likely to be regarded as a ratio variable?
- A. A critic's rating of a restaurant on a 1 to 4 scale
 - B. Automobile exhaust emission of nitrogen dioxide (milligrams per mile)
 - C. Number of customer complaints per day at a cable TV company office
 - D. Cost of an eBay purchase
59. Automobile exhaust emission of CO₂ (milligrams per mile) is _____ data.
- A. nominal
 - B. ordinal
 - C. interval
 - D. ratio
60. Your rating of the food served at a local restaurant using a three-point scale of 0 = gross, 1 = decent, 2 = yummy is _____ data.
- A. nominal
 - B. ordinal
 - C. interval
 - D. ratio
61. The number of passengers "bumped" on a particular airline flight is _____ data.
- A. nominal
 - B. ordinal
 - C. interval
 - D. ratio

62. Which should *not* be regarded as a continuous random variable?
- A. Tonnage carried by a randomly chosen oil tanker at sea
 - B. Wind velocity at 7 o'clock this morning
 - C. Number of personal fouls by the Miami Heat in a game
 - D. Length of time to play a Wimbledon tennis match
63. Which of the following is *not* true?
- A. Categorical data have values that are described by words rather than numbers.
 - B. Categorical data are also referred to as nominal or qualitative data.
 - C. The number of checks processed at a bank in a day is categorical data.
 - D. Numerical data can be either discrete or continuous.
64. Which of the following is true?
- A. The type of charge card used by a customer (Visa, MasterCard, AmEx) is ordinal data.
 - B. The duration (minutes) of a flight from Boston to Minneapolis is ratio data.
 - C. The number of Nobel Prize-winning faculty at Oxnard University is continuous data.
 - D. The number of regional warehouses owned by Jankord Industries is ordinal data.
65. Which statement is *correct*?
- A. Judgment sampling is preferred to systematic sampling.
 - B. Sampling without replacement introduces bias in our estimates of parameters.
 - C. Cluster sampling is useful when strata characteristics are unknown.
 - D. Focus groups usually work best without a moderator.
66. A Likert scale:
- A. yields interval data if scale distances are equal.
 - B. must have an odd number of scale points.
 - C. must have a verbal label on each scale point.
 - D. is rarely used in marketing surveys.
67. Which is most nearly correct regarding sampling error?
- A. It can be eliminated by increasing the sample size.
 - B. It cannot be eliminated by any statistical sampling method.
 - C. It can be eliminated by using Excel's =RANDBETWEEN() function.
 - D. It can be eliminated by utilizing systematic random sampling.

68. Which statement is *false*?

- A. Random dialing phone surveys have low response and are poorly targeted.
- B. Selection bias means that many respondents dislike the interviewer.
- C. Simple random sampling requires a list of the population.
- D. Web surveys are economical but suffer from nonresponse bias.

69. Judgment sampling is sometimes preferred over random sampling, for example, when:

- A. the desired sample size is much larger than the population.
- B. the sampling budget is large and the population is conveniently located.
- C. time is short and the sampling budget is limited.
- D. the population is readily accessible and sampling is nondestructive.

70. An advantage of convenience samples is that:

- A. the required sample size is easier to calculate.
- B. sampling error can be reduced.
- C. computation of statistics is easier.
- D. they are often quicker and cheaper.

71. Before deciding whether to assess heavy fines against noisy airlines, which sampling method would the Federal Aviation Administration *probably* use to measure the peak noise from departing jets as measured by a ground-level observer at a point one mile from the end of the departure runway?

- A. Radio survey of pilots.
- B. Simple random sample.
- C. Judgment sample.
- D. Stratified sample.

72. Professor Hardtack chose a sample of 7 students from his statistics class of 35 students by picking every student who was wearing red that day. Which kind of sample is this?

- A. Simple random sample
- B. Judgment sample
- C. Systematic sample
- D. Convenience sample

73. Thirty work orders are selected from a filing cabinet containing 500 work order folders by choosing every 15th folder. Which sampling method is this?

- A. Simple random sample
- B. Systematic sample
- C. Stratified sample
- D. Cluster sample

74. Which of the following is *not* a likely reason for sampling?
- A. The destructive nature of certain tests
 - B. The physical impossibility of checking all the items in the population
 - C. Prohibitive cost of studying the entire population
 - D. The expense of obtaining random numbers
75. Comparing a census of a large population to a sample drawn from it, we expect that the:
- A. sample is usually a more practical method of obtaining the desired information.
 - B. accuracy of the observations in the census is surely higher than in the sample.
 - C. sample must be a large fraction of the population to be accurate.
76. A stratified sample is sometimes recommended when:
- A. the sample size is very large.
 - B. the population is small compared to the sample.
 - C. distinguishable strata can be identified in the populations.
 - D. the population is spread out geographically.
77. A *random sample* is one in which the:
- A. probability that an item is selected for the sample is the same for all population items.
 - B. population items are selected haphazardly by experienced workers.
 - C. items to be selected from the population are specified based on expert judgment.
 - D. probability of selecting a population item depends on the item's data value.
78. An advantage of convenience samples over random samples is that:
- A. they are easy to analyze.
 - B. it is easier to determine the sample size needed.
 - C. it is easier to calculate the sampling errors involved.
 - D. data collection cost is reduced.
79. To measure satisfaction with its cell phone service, AT&T takes a stratified sample of its customers by age, gender, and location. Which is an advantage of this type of sampling, as opposed to other sampling methods?
- A. It is less intrusive on customers' privacy.
 - B. It does not require random numbers.
 - C. It gives faster results.
 - D. It can give more accurate results.

80. An accounting professor wishing to know how many MBA students would take a summer elective in international accounting did a survey of the class she was teaching. Which kind of sample is this?
- A. Simple random sample
 - B. Cluster sample
 - C. Systematic sample
 - D. Convenience sample
81. A binary variable (also called a dichotomous variable or dummy variable) has:
- A. only two possible values.
 - B. continuous scale values.
 - C. rounded data values.
 - D. ordinal or interval values.
82. A population has groups that have a small amount of variation within them, but large variation among or between the groups themselves. The proper sampling technique is:
- A. simple random.
 - B. stratified.
 - C. cluster.
 - D. judgment.
83. A manager chose two people from his team of eight to give an oral presentation because she felt they were representative of the whole team's views. What sampling technique did she use in choosing these two people?
- A. Convenience
 - B. Simple random
 - C. Judgment
 - D. Cluster
84. Sampling bias can best be reduced by:
- A. using appropriate data coding.
 - B. having a computer tabulate the results.
 - C. utilizing random sampling.
 - D. taking a judgment sample.
85. A sampling technique used when groups are defined by their geographical location is:
- A. cluster sampling.
 - B. convenience sampling.
 - C. judgment sampling.
 - D. random sampling.

86. If we choose 500 random numbers using Excel's function =RANDBETWEEN(1,99), we would *most likely* find that:
- A. numbers near the mean (50) would tend to occur more frequently.
 - B. numbers near 1 and 99 would tend to occur less frequently.
 - C. some numbers would occur more than once.
 - D. the numbers would have a clear pattern.
87. A problem with nonrandom sampling is that:
- A. larger samples need to be taken to reduce the sampling error inherent in this approach.
 - B. not every item in the population has the same chance of being selected, as it should.
 - C. it is usually more expensive than random sampling.
 - D. it generally provides lower response rates than random sampling.
88. From its 32 regions, the FAA selects 6 regions, and then randomly audits 25 departing commercial flights in each region for compliance with legal fuel and weight requirements. This is an example of:
- A. simple random sampling.
 - B. stratified random sampling.
 - C. cluster sampling.
 - D. judgment sampling.
89. Which of the following is a *correct* statement?
- A. Choosing the third person listed on every fifth page of the phone book is stratified sampling.
 - B. An advantage of a systematic sample is that no list of enumerated data items is required.
 - C. Convenience sampling is used to study shoppers in convenience stores.
 - D. Judgment sampling is an example of true random sampling.
90. Which of the following is *false*?
- A. Sampling error is the difference between the true parameter and the sample estimate.
 - B. Sampling error is a result of unavoidable random variation in a sample.
 - C. A sampling frame is chosen from the target population in a statistical study.
 - D. The target population must first be defined by a full list or data file of all individuals.
91. When we are choosing a random sample and we do not place chosen units back into the population, we are:
- A. sampling with replacement.
 - B. sampling without replacement.
 - C. using a systematic sample.
 - D. using a voluntary sample.

92. Which method is likely to be used by a journalism student who is casually surveying opinions of students about the university's cafeteria food for an article that she is writing?
- A. Simple random sample
 - B. Systematic random sample
 - C. Cluster sample
 - D. Convenience sample
93. Which of the following is *false*?
- A. Mail surveys are cheap but have low response rates.
 - B. Coverage error is when respondents give untruthful answers.
 - C. Focus groups are nonrandom but can probe issues more deeply.
 - D. Surveys posted on popular websites suffer from selection bias.
94. Which is a time series variable?
- A. VISA balances of 30 students on December 31 of this year
 - B. Net earnings reported by Xena Corp. for the last 10 quarters
 - C. Dollar exchange rates yesterday against 10 other world currencies
 - D. Titles of the top 10 movies in total revenue last week
95. An *observation* in a data set would refer to:
- A. only a variable whose value is recorded by visual inspection.
 - B. a data item whose value is numerical (as opposed to categorical).
 - C. a single row that contains one or more observed variables.
 - D. the values of all the variables in the entire data set.
96. A *multivariate* data set contains:
- A. more than two observations.
 - B. more than two categorical variables.
 - C. more than two variables.
 - D. more than two levels of measurement.
97. The Centers for Disease Control and Prevention (CDC) wants to estimate the average extra hospital stay that occurs when heart surgery patients experience postoperative atrial fibrillation. They divide the United States into nine regions. In each region, hospitals are selected at random within each hospital size group (small, medium, large). In each hospital, heart surgery patients are sampled according to known percentages by age group (under 50, 50 to 64, 65 and over) and gender (male, female). This procedure combines which sampling methods?
- A. Systematic, simple random, and convenience
 - B. Convenience, systematic, and judgment
 - C. Cluster, stratified, and simple random
 - D. Judgment, systematic, and simple random

98. Which statement is correct?

- A. Selecting every fifth shopper arriving at a store will approximate a random sample of shoppers.
- B. Selecting only shoppers who drive SUVs is a stratified sampling method.
- C. A census is preferable to a sample for most business problems.
- D. Stratified samples are usually cheaper than other methods.

99. Which is a categorical variable?

- A. The brand of jeans you usually wear
- B. The price you paid for your last pair of jeans
- C. The distance to the store where you purchased your last pair of jeans
- D. The number of pairs of jeans that you own

100. Which is a discrete variable?

- A. The time it takes to put on a pair of jeans
- B. The price you paid for your last pair of jeans
- C. The distance to the store where you purchased your last pair of jeans
- D. The number of pairs of jeans that you own

101. A section of the population we have targeted for analysis is:

- A. a statistic.
- B. a frame.
- C. a sample.
- D. a coven.

102. Which is *not* a time series variable?

- A. Closing checkbook balances of 30 students on December 31 of this year
- B. Net earnings reported by Xena Corp. for the last 10 quarters
- C. Dollar/euro exchange rates at 12 noon GMT for the last 30 days
- D. Movie attendance at a certain theater for each Saturday last year

103. A good Likert scale may *not* have:

- A. unequal distances between scale points.
- B. an odd number of scale points.
- C. a verbal label on each scale point.
- D. verbal anchors at its end points.

104. A Likert scale with an odd number of scale points between "Strongly Agree" and "Strongly Disagree":

- A. cannot have equal scale distances.
- B. cannot have a neutral middle point.
- C. must have a verbal label on each scale point.
- D. is often used in marketing surveys.

105. A Likert scale with an even number of scale points between "Strongly Agree" and "Strongly Disagree":

- A. cannot have equal scale distances.
- B. is intended to prevent "neutral" choices.
- C. must have a verbal label on each scale point.
- D. is rarely used in surveys.

106. Which statement is correct?

- A. Analysts rarely consult business periodicals (e.g., Bloomberg Businessweek).
- B. Web searches (e.g., Google) often yield unverifiable data.
- C. Government data sources (e.g., www.bls.gov) are often costly.
- D. Private statistical databases (e.g., CRSP) are usually free.

107. Which statement is correct?

- A. Analysts avoid business periodicals (e.g., Bloomberg Businessweek).
- B. Web searches (e.g., Google) yield reliable and easily verified data.
- C. Government data sources (e.g., www.bls.gov) usually are free.
- D. Private statistical databases (e.g., CRSP) usually are free.

Short Answer Questions

108. Which survey method would you recommend to survey opinions of airline passengers about the cleanliness of the restrooms in the Detroit airport? Why not the others?

109. What kind of sampling method would you suggest in order to tabulate the number of formulas on a typical page of the Doane-Seward textbook? Defend your choice.

110. How would you design a study to see whether drivers using hands-free cell phones are distracted enough to slow their reactions to emergency situations? How would you collect data?

111. Explain the concept of a focus group. In what ways does a focus group resemble a survey? Why is a moderator desirable? What else is required to make a successful focus group?

Chapter 02 Data Collection **Answer Key**

True / False Questions

1. Categorical data have values that are described by words rather than numbers.

TRUE

Categories are nominal data but could also be ranked (e.g., sophomore, junior, senior).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

2. Numerical data can be either discrete or continuous.

TRUE

Numerical data can be counts (e.g., cars owned) or continuous scales (e.g., height).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

3. Categorical data are also referred to as nominal or qualitative data.

TRUE

Categories are nominal data (nonnumerical), sometimes called qualitative data.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

4. The number of checks processed at a bank in a day is an example of categorical data.

FALSE

Integers are actually numerical data.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

*Learning Objective: 02-02 Explain the difference between numerical and categorical data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Variables and Data*

5. The number of planes per day that land at an airport is an example of discrete data.

TRUE

Integers are discrete numerical data.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

*Learning Objective: 02-02 Explain the difference between numerical and categorical data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Variables and Data*

6. The weight of a bag of dog food is an example of discrete data.

FALSE

Weight is measured on a continuous scale.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

*Learning Objective: 02-02 Explain the difference between numerical and categorical data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Variables and Data*

7. In last year's annual report, Thompson Distributors indicated that it had 12 regional warehouses. This is an example of ordinal level data.

FALSE

"Number of" is a count, which is ratio data because a zero exists (better than ordinal).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

*Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Level of Measurement*

8. Nominal data refer to data that can be ordered in a natural way.

FALSE

Nominal (categorical) data would be called ordinal only if categories can be ranked.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

*Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Level of Measurement*

9. This year, Oxnard University produced two football All-Americans. This is an example of continuous data.

FALSE

The "number of" anything is discrete.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

10. The type of statistical test that we can perform is independent of the level of measurement of the variable of interest.

FALSE

Some statistical operations are restricted unless you have ratio or interval data.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

11. Your weight recorded at your annual physical would *not* be ratio data, because you cannot have zero weight.

FALSE

Zero is only a reference point, not necessarily an observable data value.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

12. The level of measurement for categorical data is nominal.

TRUE

Categorical and nominal are equivalent terms.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

13. Temperature measured in degrees Fahrenheit is an example of interval data.

TRUE

For temperature, scale distances are meaningful (20 to 25 is the same as 50 to 55 degrees), and 0 degrees Fahrenheit does not mean the absence of heat, so it is not a ratio measurement.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

14. The closing price of a stock is an example of ratio data.

TRUE

True zero exists as a reference, whether or not it is observed.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

15. The *Statistical Abstract of the United States* is a huge annual compendium of data for the United States, and it is available online free of charge.

TRUE

A useful reference for business (e.g., for marketing, economics, or finance).

AACSB: Technology

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Find everyday print or electronic data sources.

Topic: Data Sources

16. Ordinal data can be treated as if it were nominal data but not vice versa.

TRUE

You can always go back to a lower level of measurement (but not vice versa).

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

17. Responses on a seven-point Likert scale are usually treated as ratio data.

FALSE

No true zero point exists on a Likert scale.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

18. Likert scales are especially important in opinion polls and marketing surveys.

TRUE

Likert scales are used in all kinds of surveys.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-05 Recognize a Likert scale and know how to use it.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

19. Ordinal data are data that can be ranked based on some natural characteristic of the items.

TRUE

For example, the eras Jurassic, Paleozoic, and Mesozoic can be ranked in time.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

20. Ratio data are distinguished from interval data by the presence of a zero reference point.

TRUE

The true zero is a reference that need not be observable.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

21. It is better to attempt a census of a large population instead of relying on a sample.

FALSE

A census may founder on cost and time, while samples can be quick and accurate.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

22. Judgment sampling and convenience sampling are nonrandom sampling techniques.

TRUE

To be random, every item must have the same chance of being chosen.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

23. A problem with judgment sampling is that the sample may not reflect the population.

TRUE

While better than mere convenience, judgment may still have flaws.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

24. When the population is large, a sample estimate is usually preferable to a census.

TRUE

A census may founder on cost and time, while samples can be quick and accurate.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

25. Sampling error is avoidable by choosing the sample scientifically.

FALSE

Sampling error is unavoidable, though it can be reduced by careful sampling.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

26. A sampling frame is used to identify the target population in a statistical study.

TRUE

Only some portion of the population may be targeted (e.g., independent voters).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

27. By taking a systematic sample, in which we select every 50th shopper arriving at a specific store, we are approximating a random sample of shoppers.

TRUE

There is no bias if this method is implemented correctly.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

28. A worker collecting data from every other shopper who leaves a store is taking a simple random sample of customer opinion.

FALSE

Not unless the target population is customers who shopped today (cf., all customers).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

29. Creating a list of people by taking the third name listed on every 10th page of the phone book is an example of convenience sampling.

FALSE

This resembles two-stage cluster sampling combined with systematic sampling.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

30. Internet surveys posted on popular websites have no bias since anyone can reply.

FALSE

Self-selection bias exists (respondents may be atypical).

AACSB: Technology

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Topic: Surveys

31. Analysis of month-by-month changes in stock market prices during the most recent recession would require the use of time series data.

TRUE

Data collected and recorded over time would be a time series.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

32. A cluster sample is a type of stratified sample that is based on geographical location.

TRUE

For example, sampling voters randomly within random zip codes.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

33. An advantage of a systematic sample is that no list of enumerated data items is required.

TRUE

Systematic sampling works with a list (like random sampling) but also without one.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

34. Telephone surveys often have a low response rate and fail to reach the desired population.

TRUE

Phone surveys are cheaper, but it is hard to avoid these problems.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Surveys

35. Mail surveys are attractive because of their high response rates.

FALSE

Mail surveys have low response rates and invite self-selection bias.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Surveys

36. A problem with convenience sampling is that the target population is not well defined.

TRUE

Convenience sampling is quick but not random, and the target population is unclear.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

37. If you randomly sample 50 students about their favorite places to eat, the data collected would be referred to as cross-sectional data.

TRUE

Data for individuals would be a cross section (not a time series).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

38. The number of FedEx shipping centers in each of 50 cities would be ordinal level data.

FALSE

The "number of" anything is ratio data because a true zero reference point exists.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

39. Internet surveys posted on popular websites such as MSN.com suffer from nonresponse bias.

TRUE

Nonresponse or self-selection bias is rampant in such surveys.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Surveys

40. Different variables are usually shown as *columns* of a multivariate data set.

TRUE

It is customary to use a *column* for each variable, while each row is an *observation*.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

41. Each *row* in a multivariate data matrix is an observation (e.g., an individual response).

TRUE

It is customary to use a *column* for each variable, while each row is an *observation*.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

42. A bivariate data set has only two observations on a variable.

FALSE

Bivariate refers to the number of *variables*, not the number of *observations*.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

43. Running times for 3,000 runners in a 5k race would be a multivariate data set.

FALSE

Regardless of the number of *observations*, we have only one *variable* (running time).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

44. Running times for 500 runners in a 5k race would be a univariate data set.

TRUE

Regardless of the number of *observations*, we have only one *variable* (running time).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

45. A list of the salaries, ages, and years of experience for 50 CEOs is a multivariate data set.

TRUE

We would have a data matrix with 50 rows and 3 columns.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

46. The daily closing price of Apple stock over the past month would be a time series.

TRUE

Data collected over time is a time series.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

47. The number of words on 50 randomly chosen textbook pages would be cross-sectional data.

TRUE

Data were not collected over time, so we have cross-sectional data.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

48. A Likert scale with an even number of scale points between "Strongly Agree" and "Strongly Disagree" is intended to prevent "neutral" choices.

TRUE

An even number of scale points (e.g., 4) forces the respondent to "lean" toward one end of the scale or the other.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-05 Recognize a Likert scale and know how to use it.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

49. Private statistical databases (e.g., CRSP) are usually free.

FALSE

Private research databases generally require a subscription (often expensive).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Find everyday print or electronic data sources.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Data Sources

Multiple Choice Questions

50. An investment firm rates bonds for AardCo Inc. as "B+," while bonds of Deva Corp. are rated "AA." Which level of measurement would be appropriate for such data?

- A. Nominal
- B. Ordinal**
- C. Interval
- D. Ratio

Ranks are clear, but interval would require assumed equal scale distances (doubtful).

Accessibility: Keyboard Navigation

Blooms: Evaluate

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

51. Which variable is *least* likely to be regarded as ratio data?

- A. Length of time required for a randomly chosen vehicle to cross a toll bridge (minutes)
- B. Weight of a randomly chosen student (pounds)
- C. Number of fatalities in a randomly chosen traffic disaster (persons)
- D. Student's evaluation of a professor's teaching (Likert scale)**

Likert scales have no true zero.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

52. Which of the following is numerical data?

- A. Your gender
- B. The brand of cell phone you own
- C. Whether you have an American Express card
- D. The fuel economy (MPG) of your car**

Fuel economy is numerical.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

53. Measurements from a sample are called:

- A. statistics.**
- B. inferences.
- C. parameters.
- D. variables.

A measurement calculated from a sample is a statistic.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

54. Quantitative variables use which two levels of measurement?

- A. Ordinal and ratio
- B. Interval and ordinal
- C. Nominal and ordinal
- D. Interval and ratio**

Numerical (quantitative) data can be interval or ratio.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

55. Temperature in degrees Fahrenheit is an example of a(n) _____ variable.

- A. nominal
- B. ordinal
- C. interval**
- D. ratio

No true zero exists in temperature measurements except on the Kelvin scale.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

56. Using a sample to make generalizations about an aspect of a population is called:

- A. data mining.
- B. descriptive statistics.
- C. random sampling.
- D. statistical inference.**

Generalizing from a sample to a population is an inference.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

57. Your telephone area code is an example of a(n) _____ variable.

- A. nominal**
- B. ordinal
- C. interval
- D. ratio

Area codes are not even ranked, so just nominal.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

58. Which is *least* likely to be regarded as a ratio variable?

- A.** A critic's rating of a restaurant on a 1 to 4 scale
- B. Automobile exhaust emission of nitrogen dioxide (milligrams per mile)
- C. Number of customer complaints per day at a cable TV company office
- D. Cost of an eBay purchase

Ratings on a Likert scale have no meaningful zero.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

59. Automobile exhaust emission of CO₂ (milligrams per mile) is _____ data.

- A. nominal
- B. ordinal
- C. interval
- D.** ratio

True zero exists.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

60. Your rating of the food served at a local restaurant using a three-point scale of 0 = gross, 1 = decent, 2 = yummy is _____ data.

- A. nominal
- B.** ordinal
- C. interval
- D. ratio

Only rankings implied (not equal scale distances).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

61. The number of passengers "bumped" on a particular airline flight is _____ data.

- A. nominal
- B. ordinal
- C. interval
- D. ratio**

True zero exists (no passengers might be bumped).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 1 Easy

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

62. Which should *not* be regarded as a continuous random variable?

- A. Tonnage carried by a randomly chosen oil tanker at sea
- B. Wind velocity at 7 o'clock this morning
- C. Number of personal fouls by the Miami Heat in a game**
- D. Length of time to play a Wimbledon tennis match

Counting things yields integer (discrete) data.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

63. Which of the following is *not* true?

- A. Categorical data have values that are described by words rather than numbers.
- B. Categorical data are also referred to as nominal or qualitative data.
- C. The number of checks processed at a bank in a day is categorical data.**
- D. Numerical data can be either discrete or continuous.

The "number of" anything is a discrete numerical variable.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

64. Which of the following is true?

- A. The type of charge card used by a customer (Visa, MasterCard, AmEx) is ordinal data.
- B.** The duration (minutes) of a flight from Boston to Minneapolis is ratio data.
- C. The number of Nobel Prize-winning faculty at Oxnard University is continuous data.
- D. The number of regional warehouses owned by Jankord Industries is ordinal data.

True zero exists (not observable, but as a reference point), so ratios have meaning.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-04 Recognize levels of measurement in data and ways of coding data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

65. Which statement is *correct*?

- A. Judgment sampling is preferred to systematic sampling.
- B. Sampling without replacement introduces bias in our estimates of parameters.
- C.** Cluster sampling is useful when strata characteristics are unknown.
- D. Focus groups usually work best without a moderator.

Review the characteristics of each sampling method.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

66. A Likert scale:

- A.** yields interval data if scale distances are equal.
- B. must have an odd number of scale points.
- C. must have a verbal label on each scale point.
- D. is rarely used in marketing surveys.

Marketers use Likert scales and try to make scales with meaningful intervals.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-05 Recognize a Likert scale and know how to use it.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

67. Which is most nearly correct regarding sampling error?

- A. It can be eliminated by increasing the sample size.
- B.** It cannot be eliminated by any statistical sampling method.
- C. It can be eliminated by using Excel's =RANDBETWEEN() function.
- D. It can be eliminated by utilizing systematic random sampling.

Sampling involves error, though it can be minimized by proper methodology.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

68. Which statement is *false*?

- A. Random dialing phone surveys have low response and are poorly targeted.
- B.** Selection bias means that many respondents dislike the interviewer.
- C. Simple random sampling requires a list of the population.
- D. Web surveys are economical but suffer from nonresponse bias.

Selection bias occurs when respondents are atypical.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Surveys

69. Judgment sampling is sometimes preferred over random sampling, for example, when:

- A. the desired sample size is much larger than the population.
- B. the sampling budget is large and the population is conveniently located.
- C.** time is short and the sampling budget is limited.
- D. the population is readily accessible and sampling is nondestructive.

Judgment sampling can save time and may be better than mere convenience.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

70. An advantage of convenience samples is that:

- A. the required sample size is easier to calculate.
- B. sampling error can be reduced.
- C. computation of statistics is easier.
- D.** they are often quicker and cheaper.

Convenience samples are quick, with a possible trade-off of accuracy.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

71. Before deciding whether to assess heavy fines against noisy airlines, which sampling method would the Federal Aviation Administration *probably* use to measure the peak noise from departing jets as measured by a ground-level observer at a point one mile from the end of the departure runway?

- A. Radio survey of pilots.
- B. Simple random sample.
- C. Judgment sample.
- D.** Stratified sample.

From the cockpit, pilots can't assess external noise levels, so a radio survey of pilots is not useful. Measurements must be taken from the ground. No list is available for the unpredictable mix of departing flights, so we can't use a simple random sample. A judgment sample would not provide an objective basis for assessing fines. A reasonable option would be for ground observers to record the aircraft size, type, and carrier (airline) for each departing flight for a week and use this information to construct a stratified sample.

Accessibility: Keyboard Navigation

Blooms: Evaluate

Difficulty: 3 Hard

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

72. Professor Hardtack chose a sample of 7 students from his statistics class of 35 students by picking every student who was wearing red that day. Which kind of sample is this?
- A. Simple random sample
 - B. Judgment sample
 - C. Systematic sample
 - D. Convenience sample**

Quick but may not be representative of all students.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

73. Thirty work orders are selected from a filing cabinet containing 500 work order folders by choosing every 15th folder. Which sampling method is this?
- A. Simple random sample
 - B. Systematic sample**
 - C. Stratified sample
 - D. Cluster sample

Classic systematic sample from an accessible but unlisted population.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

74. Which of the following is *not* a likely reason for sampling?
- A. The destructive nature of certain tests
 - B. The physical impossibility of checking all the items in the population
 - C. Prohibitive cost of studying the entire population
 - D. The expense of obtaining random numbers**

Random numbers are cheap (e.g., Excel).

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

75. Comparing a census of a large population to a sample drawn from it, we expect that the:

- A.** sample is usually a more practical method of obtaining the desired information.
- B. accuracy of the observations in the census is surely higher than in the sample.
- C. sample must be a large fraction of the population to be accurate.

Census is often impractical, while samples can be extremely accurate.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

76. A stratified sample is sometimes recommended when:

- A. the sample size is very large.
- B. the population is small compared to the sample.
- C.** distinguishable strata can be identified in the populations.
- D. the population is spread out geographically.

Identifiable strata such as gender, ethnicity, or region can be used.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

77. A *random sample* is one in which the:

- A.** probability that an item is selected for the sample is the same for all population items.
- B. population items are selected haphazardly by experienced workers.
- C. items to be selected from the population are specified based on expert judgment.
- D. probability of selecting a population item depends on the item's data value.

Each item must have the same chance of being picked if the sample is random.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

78. An advantage of convenience samples over random samples is that:

- A. they are easy to analyze.
- B. it is easier to determine the sample size needed.
- C. it is easier to calculate the sampling errors involved.
- D.** data collection cost is reduced.

Convenience samples are often used because they are quick (but maybe not accurate).

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

79. To measure satisfaction with its cell phone service, AT&T takes a stratified sample of its customers by age, gender, and location. Which is an advantage of this type of sampling, as opposed to other sampling methods?

- A. It is less intrusive on customers' privacy.
- B. It does not require random numbers.
- C. It gives faster results.
- D.** It can give more accurate results.

Stratified sampling can yield more complete and accurate information.

AACSB: Diversity

Accessibility: Keyboard Navigation

Blooms: Analyze

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Topic: Sampling Methods

80. An accounting professor wishing to know how many MBA students would take a summer elective in international accounting did a survey of the class she was teaching. Which kind of sample is this?

- A. Simple random sample
- B. Cluster sample
- C. Systematic sample
- D.** Convenience sample

She may bias the estimate because only accounting students were surveyed.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

81. A binary variable (also called a dichotomous variable or dummy variable) has:

- A.** only two possible values.
- B. continuous scale values.
- C. rounded data values.
- D. ordinal or interval values.

Binary variables are used in every field of business to code qualitative (nominal) data.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

82. A population has groups that have a small amount of variation within them, but large variation among or between the groups themselves. The proper sampling technique is:

- A. simple random.
- B.** stratified.
- C. cluster.
- D. judgment.

Identifiable strata call for stratified sampling if you can afford the extra time and cost.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 3 Hard

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

83. A manager chose two people from his team of eight to give an oral presentation because she felt they were representative of the whole team's views. What sampling technique did she use in choosing these two people?

- A. Convenience
- B. Simple random
- C.** Judgment
- D. Cluster

Expert judgment may be better than just pointing a finger (we hope).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

84. Sampling bias can best be reduced by:
- A. using appropriate data coding.
 - B. having a computer tabulate the results.
 - C.** utilizing random sampling.
 - D. taking a judgment sample.

Sampling *error* can't be eliminated, but sampling *bias* can be avoided.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

85. A sampling technique used when groups are defined by their geographical location is:
- A.** cluster sampling.
 - B. convenience sampling.
 - C. judgment sampling.
 - D. random sampling.

Strata based on location can be targeted through cluster sampling.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

86. If we choose 500 random numbers using Excel's function =RANDBETWEEN(1,99), we would *most likely* find that:
- A. numbers near the mean (50) would tend to occur more frequently.
 - B. numbers near 1 and 99 would tend to occur less frequently.
 - C.** some numbers would occur more than once.
 - D. the numbers would have a clear pattern.

On average, we'd expect each number to occur around five times.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

87. A problem with nonrandom sampling is that:
- A. larger samples need to be taken to reduce the sampling error inherent in this approach.
 - B.** not every item in the population has the same chance of being selected, as it should.
 - C. it is usually more expensive than random sampling.
 - D. it generally provides lower response rates than random sampling.

Only random sampling gives every item the same chance to be picked.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

88. From its 32 regions, the FAA selects 6 regions, and then randomly audits 25 departing commercial flights in each region for compliance with legal fuel and weight requirements. This is an example of:
- A. simple random sampling.
 - B. stratified random sampling.
 - C.** cluster sampling.
 - D. judgment sampling.

Two-stage cluster sampling is being used (a special form of stratification).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

89. Which of the following is a *correct* statement?
- A. Choosing the third person listed on every fifth page of the phone book is stratified sampling.
 - B.** An advantage of a systematic sample is that no list of enumerated data items is required.
 - C. Convenience sampling is used to study shoppers in convenience stores.
 - D. Judgment sampling is an example of true random sampling.

Review the sampling methods and their characteristics.

Accessibility: Keyboard Navigation

Blooms: Analyze

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

90. Which of the following is *false*?

- A. Sampling error is the difference between the true parameter and the sample estimate.
- B. Sampling error is a result of unavoidable random variation in a sample.
- C. A sampling frame is chosen from the target population in a statistical study.
- D.** The target population must first be defined by a full list or data file of all individuals.

Review the terminology of sampling.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Use the correct terminology for samples and populations.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Concepts

91. When we are choosing a random sample and we do not place chosen units back into the population, we are:

- A. sampling with replacement.
- B.** sampling without replacement.
- C. using a systematic sample.
- D. using a voluntary sample.

Sampling without replacement avoids redundancy, yet nonreplacement is biased.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

92. Which method is likely to be used by a journalism student who is casually surveying opinions of students about the university's cafeteria food for an article that she is writing?

- A. Simple random sample
- B. Systematic random sample
- C. Cluster sample
- D.** Convenience sample

Quick and easy may trump true random sampling for a busy journalist.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

93. Which of the following is *false*?

- A. Mail surveys are cheap but have low response rates.
- B.** Coverage error is when respondents give untruthful answers.
- C. Focus groups are nonrandom but can probe issues more deeply.
- D. Surveys posted on popular websites suffer from selection bias.

Coverage error is when you miss some segment of the target population.

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Surveys

94. Which is a time series variable?

- A. VISA balances of 30 students on December 31 of this year
- B.** Net earnings reported by Xena Corp. for the last 10 quarters
- C. Dollar exchange rates yesterday against 10 other world currencies
- D. Titles of the top 10 movies in total revenue last week

If x_1, x_2, \dots, x_n do not refer to n time periods, it isn't a time series.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

95. An *observation* in a data set would refer to:

- A. only a variable whose value is recorded by visual inspection.
- B. a data item whose value is numerical (as opposed to categorical).
- C.** a single row that contains one or more observed variables.
- D. the values of all the variables in the entire data set.

We usually put observations in *rows* on a spreadsheet, while each *column* is a variable.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

96. A *multivariate* data set contains:

- A. more than two observations.
- B. more than two categorical variables.
- C.** more than two variables.
- D. more than two levels of measurement.

When you have more than two variables, it is multivariate data.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Use basic terminology for describing data and samples.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Variables and Data

97. The Centers for Disease Control and Prevention (CDC) wants to estimate the average extra hospital stay that occurs when heart surgery patients experience postoperative atrial fibrillation. They divide the United States into nine regions. In each region, hospitals are selected at random within each hospital size group (small, medium, large). In each hospital, heart surgery patients are sampled according to known percentages by age group (under 50, 50 to 64, 65 and over) and gender (male, female). This procedure combines which sampling methods?

- A. Systematic, simple random, and convenience
- B. Convenience, systematic, and judgment
- C.** Cluster, stratified, and simple random
- D. Judgment, systematic, and simple random

Identifiable strata were sampled, but also random within strata and regional clusters.

Accessibility: Keyboard Navigation

Blooms: Evaluate

Difficulty: 3 Hard

Learning Objective: 02-07 Explain the common sampling methods and how to implement them.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Sampling Methods

98. Which statement is correct?

- A.** Selecting every fifth shopper arriving at a store will approximate a random sample of shoppers.
- B. Selecting only shoppers who drive SUVs is a stratified sampling method.
- C. A census is preferable to a sample for most business problems.
- D. Stratified samples are usually cheaper than other methods.

Done carefully, systematic sampling is close to random when there is no list.

Accessibility: Keyboard Navigation

Blooms: Evaluate

Difficulty: 2 Medium

*Learning Objective: 02-07 Explain the common sampling methods and how to implement them.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Sampling Methods*

99. Which is a categorical variable?

- A.** The brand of jeans you usually wear
- B. The price you paid for your last pair of jeans
- C. The distance to the store where you purchased your last pair of jeans
- D. The number of pairs of jeans that you own

Categories have only names (e.g., Calvin Klein).

*Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy*

*Learning Objective: 02-02 Explain the difference between numerical and categorical data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Variables and Data*

100. Which is a discrete variable?

- A. The time it takes to put on a pair of jeans
- B. The price you paid for your last pair of jeans
- C. The distance to the store where you purchased your last pair of jeans
- D.** The number of pairs of jeans that you own

The "number of" anything is discrete numerical data.

*Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy*

*Learning Objective: 02-02 Explain the difference between numerical and categorical data.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Variables and Data*

101. A section of the population we have targeted for analysis is:

- A. a statistic.
- B.** a frame.
- C. a sample.
- D. a coven.

We must define the segment we want to look at (e.g., independent voters).

*Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy*

*Learning Objective: 02-06 Use the correct terminology for samples and populations.
Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.
Topic: Sampling Concepts*

102. Which is *not* a time series variable?

- A.** Closing checkbook balances of 30 students on December 31 of this year
- B. Net earnings reported by Xena Corp. for the last 10 quarters
- C. Dollar/euro exchange rates at 12 noon GMT for the last 30 days
- D. Movie attendance at a certain theater for each Saturday last year

If x_1, x_2, \dots, x_n do not refer to n time periods, it isn't a time series.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Explain the difference between time series and cross-sectional data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

103. A good Likert scale may *not* have:

- A.** unequal distances between scale points.
- B. an odd number of scale points.
- C. a verbal label on each scale point.
- D. verbal anchors at its end points.

Surveys try to create scales with meaningful intervals.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-02 Explain the difference between numerical and categorical data.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

104. A Likert scale with an odd number of scale points between "Strongly Agree" and "Strongly Disagree":

- A. cannot have equal scale distances.
- B. cannot have a neutral middle point.
- C. must have a verbal label on each scale point.
- D.** is often used in marketing surveys.

Likert scales should have arguably equal intervals. A middle neutral response is possible with an odd number of scale points (e.g., 5 or 7).

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-05 Recognize a Likert scale and know how to use it.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

105. A Likert scale with an even number of scale points between "Strongly Agree" and "Strongly Disagree":

- A. cannot have equal scale distances.
- B.** is intended to prevent "neutral" choices.
- C. must have a verbal label on each scale point.
- D. is rarely used in surveys.

Likert scales should have arguably equal intervals. An even number of scale points (e.g., 4) forces the respondent to "lean" toward one end of the scale or the other.

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-05 Recognize a Likert scale and know how to use it.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Level of Measurement

106. Which statement is correct?

- A. Analysts rarely consult business periodicals (e.g., Bloomberg Businessweek).
- B.** Web searches (e.g., Google) often yield unverifiable data.
- C. Government data sources (e.g., www.bls.gov) are often costly.
- D. Private statistical databases (e.g., CRSP) are usually free.

Periodicals are often up-to-date and readily available data sources. Web data may be unreliable, and searches may be directed toward obtaining payment for data. Private research databases generally require a subscription, while government data sources generally are free.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Find everyday print or electronic data sources.

Learning Objective: 02-09 Describe basic elements of survey types, survey designs, and response scales.

Topic: Data Sources

107. Which statement is correct?

- A. Analysts avoid business periodicals (e.g., Bloomberg Businessweek).
- B. Web searches (e.g., Google) yield reliable and easily verified data.
- C.** Government data sources (e.g., www.bls.gov) usually are free.
- D. Private statistical databases (e.g., CRSP) usually are free.

Periodicals are often up-to-date and readily available data sources. Web data may be unreliable, and searches may be directed toward obtaining payment for data. Private research databases generally require a subscription, while government data sources generally are free.

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Find everyday print or electronic data sources.

Short Answer Questions

108. Which survey method would you recommend to survey opinions of airline passengers about the cleanliness of the restrooms in the Detroit airport? Why not the others?

Restroom users are usually in a hurry and do not wish to talk to anyone while entering or leaving the facility, so direct observation or handout surveys would not work. A questionnaire could be e-mailed or mailed to a sample of frequent flyers. No telephone surveys, because people would distrust the call. A web survey would have nonresponse bias.

Feedback: This is a difficult sampling problem. Restroom users are usually in a hurry and do not wish to talk to anyone while entering or leaving the facility. Thus, direct observation or handout surveys would not work. Perhaps a questionnaire could be e-mailed or mailed to a sample of frequent flyers who departed or arrived at this airport in a recent month, if a major airline were willing to cooperate. This assumes that frequent flyers are a reasonable target population. You would probably not use a telephone survey, because people would distrust the call. A web survey would have nonresponse bias (i.e., respondents would probably be those with a gripe). Students may digress into sampling methods (random, systematic, cluster, stratified) instead of survey types. Ingenious students may propose other novel methods of sampling opinions.

AACSB: Reflective Thinking
Blooms: Evaluate
Difficulty: 3 Hard
Topic: Surveys

109. What kind of sampling method would you suggest in order to tabulate the number of formulas on a typical page of the Doane-Seward textbook? Defend your choice.

Pages are numbered, so a simple random sample would be easy, or a systematic sample (e.g., every 20th page starting at page 17). Case could be made for cluster or stratified samples (e.g., by chapter or topic).

Feedback: Since the pages are numbered, a simple random sample would be quite easy. Have Excel print n random integers between 001 and 773 (or whatever the length of the book is). You would want to exclude the table of contents, appendixes, indexes, and so on). Another good choice would be a systematic sample (e.g., every 20th page starting at page 17) or a variation such as every page divisible by 20. These methods would be unbiased. Possible cases could be made for cluster or stratified samples (e.g., by chapter or topical area), but these might offer little gain.

AACSB: Reflective Thinking
Blooms: Evaluate
Difficulty: 2 Medium

*Learning Objective: 02-07 Explain the common sampling methods and how to implement them.
Topic: Sampling Methods*

110. How would you design a study to see whether drivers using hands-free cell phones are distracted enough to slow their reactions to emergency situations? How would you collect data?

No observation of drivers (too dangerous). Tests using a simulator would permit data to be collected automatically and would permit stratified sampling by driver characteristics (e.g., age group, gender, cell phone type).

Feedback: Don't use direct observation of drivers (too dangerous). Tests using a simulator would permit data to be collected automatically on reaction times to emergencies. This would permit stratified sampling by driver characteristics (e.g., age group, gender, cell phone type). Many answers are possible. The emphasis should be on how carefully the student has thought about the question. Beware of simplistic answers or impossible data collection schemes.

*AACSB: Reflective Thinking
Blooms: Evaluate
Difficulty: 3 Hard
Topic: Surveys*

111. Explain the concept of a focus group. In what ways does a focus group resemble a survey? Why is a moderator desirable? What else is required to make a successful focus group?

Data collected in a focus group are richer in qualitative details and may contain information that would be missed in a survey. A trained moderator can help keep the group on track and manage interpersonal issues that may arise.

Feedback: Data collected in a focus group are richer in qualitative details, and may contain information that would be missed in a survey. Yet a focus group is like a survey in that it seeks to extract useful information and patterns from individuals. Participants are not chosen completely at random, but rather are selected to represent different backgrounds and diverse viewpoints of interest to the researchers. A well-trained moderator can help keep the group on track and manage interpersonal issues that may arise.

*AACSB: Reflective Thinking
Blooms: Evaluate
Difficulty: 2 Medium*

*Learning Objective: 02-07 Explain the common sampling methods and how to implement them.
Topic: Sampling Methods*