

LVA Nr. 417 132
Marketing Research – Theory
Quiz 2 – Group A
01/18/2002

name: _____
#: _____

Please clearly mark the right answer for each of the following multiple choice questions (only one single answer per question allowed)!

Use the following table to answer the **first two questions**:

TABLE
Family Size and Ownership of a VCR by Household
(Figures in millions of households)

Family Size	OWN A VCR		TOTAL
	Yes	No	
Less than 4	10	38	48
4 or more	24	28	52
TOTAL	34	66	100

- 1. The most appropriate way to calculate percentages in the above table to reflect cause and effect is:**
 - a) by dividing each of the entries by 100.
 - b) by dividing 48 and 52 by 100.
 - c) by dividing 34 and 66 by 100.
 - d) by dividing entries in the first row by 48 and those in the second row by 52.
 - e) by dividing entries in the first column by 34 and those in the second column by 66.
- 2. What relationship can be inferred from the above table between family size and owning a VCR?**
 - a) Nothing can be inferred.
 - b) The smaller the family the more likely they are to own a VCR.
 - c) A lower proportion of large families (4 or more) own VCR's than small families.
 - d) Owning a VCR causes the family size to increase.
 - e) Ownership of a VCR tends to increase as family size increases.
- 3. The process of editing the data involves:**
 - a) detecting and correcting interviewer errors.
 - b) discovering inconsistencies between responses.
 - c) identifying omissions, ambiguities, and errors in responses.
 - d) eliminating data from ineligible respondents.
 - e) all of the above.
- 4. ABC Incorporated wants to find out the proportion of customers who would purchase their new product. They have decided to take a modest sample, look at the results, and then decide if more information, in the form of a larger sample, is needed. ABC is using:**
 - a) simple random sampling.
 - b) biased random sampling.
 - c) stratified sampling.
 - d) sequential sampling.
 - e) none of the above.

5. Consider the following four statements:

- 1.) The distribution of the mean of a random sample approaches the normal distribution as the sample size increases, only if the parent population is normally distributed.
- 2.) The distribution of the mean of a random sample taken from a normal population is normal, irrespective of the sample size.
- 3.) The distribution of the mean of a random sample taken from practically any population approaches the normal distribution as the sample size increases.
- 4.) The distribution of the mean of a random sample taken from practically any population is normal, irrespective of the sample size.

Which of the above statements are true?

- a) only 1.
 - b) 2 and 3.
 - c) 2 and 4.
 - d) only 3.
 - e) none of the above.
- 6. An important philosophical point underlying statistical hypothesis testing is that a null hypothesis may be _____ but can never be _____.**
- a) accepted; rejected.
 - b) incorrectly stated; rejected.
 - c) rejected; accepted.
 - d) unacceptable; rejected.
 - e) rejected; unacceptable.
- 7. Which of the following results in a nonprobability sample?**
- a) Stratified sampling.
 - b) Quota sampling.
 - c) Systematic sampling.
 - d) Cluster sampling.
 - e) Multi-stage sampling.
- 8. A researcher who rejects a null hypothesis when in fact it is true _____.**
- a) is committing a Type I error.
 - b) is committing a Type II error.
 - c) is typically sure that he has made an incorrect decision.
 - d) typically lacks confidence that he has made a correct decision.
 - e) none of the above.
- 9. Spurious noncorrelation is said to occur when _____.**
- a) There is no true relationship between X and Y and the researcher concludes there is.
 - b) The researcher concludes there is no relationship between X and Y and in fact there is.
 - c) There is a true relationship between X and Y and the researcher concludes this is so.
 - d) There is no true relationship between X and Y and the researcher concludes this is so.
 - e) None of the above.
- 10. When a researcher is concerned with the relationship of a set of variables among themselves he is concerned with the analysis of _____.**
- a) dependence.
 - b) interdependence.
 - c) independence.
 - d) predictor variables.
 - e) consequent variables.
 - f) none of the above.