Question 1

\_\_\_\_\_\_\_\_ error occurs when, by chance, the sample is not representative of the population.

a. Telescoping

b. Nonsampling

c. Sampling

d. Detail

Question 2

Using data from a group to generalise to a larger group involves the use of \_\_\_\_\_\_\_\_\_\_.

a. descriptive statistics.

b. inferential statistics.

c. population derivation.

d. sample persuasion.

Question 3

Which of the following operations is meaningful for processing nominal data?

a. Multiplication.

b. Counting.

c. Ranking.

d. Addition.

Question 4

Morningstar Mutual Funds analyses the risk and performance of mutual funds. Each mutual fund is assigned an overall rating of one to five stars. One star is the lowest rating, and five stars is the highest rating. This level of measurement is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. ratio.

b. interval.

c. nominal.

d. ordinal.

Question 5

A person has decided to code a particular set of sales data. A value of 0 is assigned if the sales occurred on a weekday, and a value of 1 means it happened on a weekend. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. nominal level data.

b. ordinal level data.

c. interval level data.

d. ratio level data.

Question 6

Which type of data are normally used with parametric statistics?

a. Interval and ratio.

b. Nominal and ordinal.

c. Ratio and ordinal

d. Interval and ordinal.

Question 7

The directory or map from which a sample is taken is called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. frame

b. profile

c. census

d. population

Question 8

A question in a survey of computer users asked 'Which operating system do you use most

often: (a) Apple OSX, (b) Linux, (c) MS Window XP, (d) Unix'. The measurement level for this question is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. ordinal level.

b. interval level.

c. nominal level.

d. ratio level.

Question 9

A market research analyst has asked consumers to rate the appearance of a new package on a scale of 1 to 5. A 1 means that the appearance is awful while a 5 means that it is excellent. The level of this data is usually considered \_\_\_\_\_\_\_\_\_\_\_.

a. ratio.

b. ordinal.

c. nominal.

d. interval.

Question 10

On Saturdays, cars arrive at David Zen's Scrub and Shine Car Wash at the rate of 80 cars per hour during a ten-hour shift. David wants a sample of 40 Saturday customers to answer the Vider version of his quality service questionnaire. He randomly selects 9 as a starting point and instructs the crew to select the 9th customer and each customer at intervals of 20 (9, 29, 49, etc.). His sample is a \_\_\_\_\_\_\_\_\_\_.

a. convenience sample.

b. stratified sample.

c. systematic sample.

d. simple random sample.

Question 11

If it were not for the existence of an 'absolute zero,' ratio data would be considered the same as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. nominal.

b. ordinal.

c. descriptive data.

d. interval.

Question 12

A carload of steel rods has arrived at Cybermatic Construction Company. The car contains 1000 bundles of 50 rods each. Claude Vider, Quality Assurance Manager, directs the receiving crew to deliver the 63th and 458th bundles to his staff for 100% inspection. Claude randomly selected 63 and 458 from a table of random numbers. Claude's sample of 100 rods is a \_\_\_\_\_\_\_\_\_\_\_\_\_.

a. quota sample.

b. simple random sample.

c. cluster sample.

d. systematic sample.

Question 13

The complete collection of all entities under study is called the \_\_\_\_\_\_\_\_\_\_.

a. parameter

b. statistic

c. sample

d. population

Question 14

A statistics instructor collects information about the background of his students. About 30% have taken economics and about 40% have taken accounting. There are 23 male students and 27 female students in this class. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. nominal data.

b. descriptive statistics

c. nonparametric statistics.

d. inferential statistics.

Question 15

If every unit of the population has the same probability of being selected to the sample, then the researcher is probably conducting \_\_\_\_\_\_\_.

a. equivalent sampling

b. nonrandom sampling

c. random sampling

d. judgement sampling

Question 16

The Sydney Chamber of Commerce wants to assess its members' opinions of the Closer Economic Relations Trade Agreement. One hundred of the 2000 members are randomly selected and contacted by phone. Seventy-five reported an overall favourable opinion and twenty-five reported an overall unfavourable opinion. The proportion, 0.75, is a \_\_\_\_\_\_\_\_\_\_\_\_\_.

Select one:

a. parameter

b. statistic

c. sample

d. population

Question 17

Kristen Ashford purchased the subscribers list for Wind Surfing Journal. She plans to survey a sample of the subscribers before using the list in her mail-order business. She randomly selects the fourth name as a starting point and then selects every 50th subsequent name (54, 104, 154, etc.). Her sample is a \_\_\_\_\_\_\_\_\_.

Select one:

a. sample random sample

b. stratified sample

c. convenience sample

d. systematic sample

Question 18

Catherine Cho, Director of Marketing Research, needs a sample of households to participate in the testing of a new toothpaste. She directs the seven members of her staff to find five households each. Catherine's sample is a \_\_\_\_\_\_\_\_\_\_\_\_\_.

Select one:

a. disproportionate stratified sample.

b. proportionate stratified sample.

c. quota sample.

d. cluster sample.

Question 19

A restaurant's sales (in dollars) is an example of what level of data measurement?

Select one:

a. Nominal.

b. Ratio.

c. Ordinal.

d. Interval.

Question 20

Michael Bayley, Marketing Director of UniPower's Electrical Division, is leading a study to identify and assess the relative importance of product features. Michael directs his staff to design a survey questionnaire for distribution to 100 of UniPower's 954 customers. Michael is ordering a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Select one:

a. census of the customers

b. sample of the customers

c. statistic from the customers

d. sorting of the customers