Name DELSHAWN STEVENS   Date_____

1.Which method of data collection is involved when a researcher counts and records the number of students wearing backpacks on campus in a given day?
   a.   An experiment.
   b.   A survey.
   c.   Direct observation.
   d.   None of these choices.

2.Which of the following statements is true regarding the design of a good survey?
   a.   The questions should be kept as short as possible.
   b.   A mixture of dichotomous, multiple-choice, and open-ended questions may be used.
   c.   Leading questions must be avoided.
   d.   All of these choices are true.

3.A marketing research firm selects a random sample of adults and asks them a list of questions regarding their beverage preferences. What type of data collection is involved here?
   a.   An experiment.
   b.   A survey.
   c.   Direct observation.
   d.   None of these choices.

4.Which of the following must be avoided in designing a survey?
   a.   Dichotomous questions.
   b.   Leading questions.
   c.   Demographic questions.
   d.   All of these choices are true.

5.A researcher conducts a study where she divides subjects into two groups, gives each group a certain treatment, and records their responses. What type of data collection is being used here?
   a.   An experiment.
   b.   Direct observation.
   c.   A survey.
   d.   A census.

6.The personnel director at a large company studied the eating habits of the company's employees. The director watched and recorded whether each employee brought his/her own lunch to work, ate at the company cafeteria, or went out to lunch. What method of data collection was used here?
   a.   Direct observation.
   b.   An experiment.
   c.   A survey.
   d.   A personal interview.

7.Which of the following data collection methods is not observational?
   a.   A personal interview.
   b.   A telephone interview.
   c.   A self-administered questionnaire.
   d.   An experiment.

8.When every possible sample with the same number of observations is equally likely to be chosen, the result is called a:
   a. simple random sample.
   b. stratified random sample.
   c. cluster sample.
   d. biased sample.

9.The manager of the customer service division of a major consumer electronics company is interested in determining whether the customers who have purchased a videocassette recorder over the past 12 months are satisfied with their products. If there are 4 different brands of videocassette recorders made by the company, the best sampling strategy would be to use a:
   a. simple random sample.
   b. stratified random sample.
   c. cluster sample.
   d. self-selected sample.

10.Which of the following causes sampling error?
   a. Taking a random sample from a population instead of studying the entire population.
   b. Making a mistake in the process of collecting the data.
   c. Nonresponse bias.
   d. All of these choices are true.

11.Which of the following types of samples is almost always biased?
   a. Simple random samples.
   b. Stratified random samples.
   c. Cluster samples.
   d. Self-selected samples.

12.   Describe the difference between an observational study and an experimental study.

In observational study the researcher has no control over the variables, an experimental study is applying treatment to a group and recording the effects

13.   Briefly discuss three methods of conducting a survey of people.

personal interview/field survey, nail survey, telephone survey

14.   Give three important points to consider when designing a questionnaire.

Define the problem

Plan how to administer

Write the questionnaire

15.   Briefly describe three types of nonsampling errors.

        Non response errors can lead to bias answers

coverage errors failure to include units in conduct of a survey

interview errors distortion of response to a personal or telephone interview