

BUS 230: Business and Economics Communication and Research
In-class Exercise: Survey Approaches
Instructor: James Murray
Fall 2011

Your Name: _____

Directions: Work in groups of up to four people and answer the following questions based on Chapter 10 of your textbook. All papers will be collected, but only one member's paper will be randomly selected and graded and all members of the group will receive the same grade. Failure to complete the worksheet with a group will result in a 20 percentage point penalty.

By signing below, you agree that the following work represents the efforts of everyone in the group, and you are willing to accept as your own grade for the group project the grade earned from this representation of your group's work.

_____ Signature Group Member 1	_____ Print Name	_____ Date
_____ Signature Group Member 2	_____ Print Name	_____ Date
_____ Signature Group Member 3	_____ Print Name	_____ Date
_____ Signature Group Member 4	_____ Print Name	_____ Date

Directions: Consider the four major methods to deliver a survey: *personal interview*, *telephone interview*, *mail survey*, and *web-based survey*. Based on the reading from Chapter 10. For each of the following outcomes, **explain** which survey method would perform the **worst** for that outcome, and which survey method would perform **best**.

1. Response rate:

2. Fully completed questionnaires:

3. Low cost in terms of time and money:

4. Opportunity for feedback between researcher and respondent:

5. Ability to probe for deeper answers to questions (particularly important for exploratory and descriptive research):

6. Obtrusiveness:

7. Ensuring anonymity for respondents:

8. Ability to use visual aids to help respondents understand questions:

9. Versatility to ask questions that are appropriate for each respondent:

10. Possibility for respondent misunderstandings:

11. Ability and ease to follow-up with individual respondents:

12. Potential for deliberate response-bias: