

BUS 230: Business and Economics Communication and Research

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Practice Exam 1

1. Which of the following statements concerning types of business research is *FALSE*?
 - (a) Exploratory research is not intended to provide answers to business problems.
 - (b) Causal research allows a manager to discover problems and opportunities.
 - (c) A customer satisfaction survey is an example of descriptive research.
 - (d) A diagnostic analysis is a type of research intended to discover reasons for business outcomes.

2. Which of the following statements concerning fixed alternative questions is *TRUE*?
 - (a) Alternatives should be mutually exclusive, meaning one alternative one causes another.
 - (b) Alternatives should be totally exhaustive, meaning all possible categories should be included.
 - (c) Alternatives should be mutually exclusive, meaning each alternative appears only once in the survey.
 - (d) Alternatives should be open ended to allow respondents to explain or qualify their answers.

3. Which of the following is a categorical variable with an ordinal scale?
 - (a) Customer satisfaction response: Very satisfied / Somewhat satisfied / Somewhat dissatisfied / Very dissatisfied
 - (b) Race: Caucasian / African American / Native American / Asian / Other
 - (c) Rate of pain on scale of 1-10.
 - (d) None of the above.

4. Suppose it is found that academic performance in college students and living on campus is positively related. This could be an example of,
 - (a) absolute causality.
 - (b) contributory causality.
 - (c) conditional causality.
 - (d) None of the above.

5. Which of the following is an example of sampling frame error?
- (a) Random sampling error
 - (b) Some individuals in the population are not visible to the researcher.
 - (c) Bias that occurs when researcher subjectively chooses the sample.
 - (d) Bias that occurs when respondents answer dishonestly to sample frame questions.
6. Which of the statements about survey error is *TRUE*?
- (a) Survey error is eliminated with a sampling frame where everyone in the population has an equal chance of being selected.
 - (b) Random sampling error is the minimum possible error in a study.
 - (c) Simple random sampling removes error caused by acquiescence bias.
 - (d) Convenience sampling can be used to limit random sampling error.
7. The students that hate this test the most so far are more likely to participate in the student-instructor evaluation survey. This is an example of,
- (a) self-selection bias.
 - (b) social desirability bias.
 - (c) extremity bias.
 - (d) None of the above.
8. When investigating students study habits, researchers find students exaggerate the amount of time and effort they put into studying. This is an example of,
- (a) self-selection bias.
 - (b) social desire-ability bias.
 - (c) extremity bias.
 - (d) None of the above.
9. Which of the following is an essential component for informed consent statements?
- (a) Inform the respondents about the expected results of the study.
 - (b) Inform the respondents about the benefits of the study.
 - (c) An assurance that all respondents can remain anonymous.
 - (d) An assurance that no responses will be ignored when reporting the results.

10. Which of the following is an example of interval data?
- (a) Level of agreement: Strongly agree / Agree / Disagree / Strongly disagree
 - (b) Price paid for gym memberships.
 - (c) Select age range: 18-24 / 25-34 / 35-44 / 45-54 / 55+
 - (d) Body temperature (measured in degrees Fahrenheit) for pneumonia patients.
11. Which of the following statements is correct regarding quota samples?
- (a) Quota sampling is a probability sampling method.
 - (b) Sampling units are separated into groups based on observed characteristics.
 - (c) A random sample of every subgroup is included in the sample.
 - (d) Quota samples assure the sample is representative of the population.
12. Which of the following descriptions regarding mathematical operations with ordinal data is *correct*?
- (a) One can use addition and subtraction with ordinal data, but not division or calculating a mean.
 - (b) One can calculate a median with ordinal data.
 - (c) One can calculate a mean with ordinal data, but not a median.
 - (d) None of the above operations are appropriate with ordinal data.
13. When a survey question elicits an emotional response, this is called a(n),
- (a) leading question.
 - (b) loaded question.
 - (c) unbiased question.
 - (d) ambiguous question.
14. Which of the following techniques limit order bias?
- (a) Ordering fixed-alternative questions first, then open ended questions.
 - (b) Specific questions first, then general questions.
 - (c) Scrambling the order of specific and general questions.
 - (d) None of the above.

15. In what situation would power relationships be an important ethical consideration for conducting research?
- (a) When a university surveys city residents.
 - (b) When an employer investigates employee satisfaction.
 - (c) When a business surveys its customers.
 - (d) All of the above.
16. Stratified sampling is a technique in which
- (a) all individuals in the population have the same probability of being selected.
 - (b) observations are selected from subgroups of the population.
 - (c) all observations from a selected strata is selected for the sample.
 - (d) All of the above.
17. Which of the following is *not true* regarding open-ended survey questions?
- (a) Responses cannot be quantified in a meaningful way.
 - (b) Questions allow researcher to identify unexpected results.
 - (c) Questions restrict the type of responses a participant can give.
 - (d) All the above are true.
18. Systematic error is mostly likely to occur with,
- (a) simple random sampling.
 - (b) quota sampling.
 - (c) stratified sampling.
 - (d) cluster sampling.
19. What is one benefit of open-ended survey questions?
- (a) Social desirability effect.
 - (b) Can obtain reasoning behind answers.
 - (c) Easy to avoid sampling frame error.
 - (d) All of the above.

20. Which of the following statements is *false*?
- (a) The difference between the population and the sampling frame is sampling frame error.
 - (b) Systematic sampling error cannot be estimated.
 - (c) Random sampling error cannot be estimated.
 - (d) Non-response error is a type of systematic error when selected sampling units choose not to participate.
21. Suppose an electronic survey is conducted to investigate the views of potential voters of an upcoming recall election. This sampling method could result in
- (a) judgment bias.
 - (b) random sampling bias.
 - (c) sampling frame bias.
 - (d) acquiescence bias.
22. Which of the following is appropriate to include in an introduction of a paper?
- (a) List of published papers in the field related to the paper.
 - (b) A description of how your sample is collected.
 - (c) A literature review to cover relevant background.
 - (d) All of the above.
23. Which of the following statements is *TRUE* regarding stratified samples?
- (a) Stratified sampling is a probability sampling method.
 - (b) Sampling units are separated into groups based on observed characteristics.
 - (c) A random sample of every strata is included in the sample.
 - (d) All of the above.
24. Using a customer credit card database to select a sample for a study investigating customer buying habits is an example of a
- (a) probability sample.
 - (b) convenience sample.
 - (c) judgment sample.
 - (d) All of the above.

25. Which of the following statements is *TRUE* regarding non-probability sampling methods?
- (a) Non-probability sampling methods eliminate random-sampling error.
 - (b) The margin of error for non-probability samples cannot be computed.
 - (c) Systematic sampling is a non-probability sampling method.
 - (d) All the above are true.
26. AT&T's mobile sales decreased after it lost a monopoly on the Apple iPhone. This is an example of a
- (a) business problem.
 - (b) business opportunity.
 - (c) symptom.
 - (d) alternative.
27. A restaurant regularly conducts a customer satisfaction survey. This is most likely an example of,
- (a) exploratory research.
 - (b) descriptive research.
 - (c) causal research.
 - (d) diagnostic research.
28. A positive relationship is found between the sales at a single small drive-through coffee house and the quantity of automobile accidents occurring over a two-hour period in a major city. This is likely the result of
- (a) a causal relationship.
 - (b) a common cause.
 - (c) temporal causation.
 - (d) reverse causation.

29. Which of the following is a possibly a type of exploratory research?
- (a) A focus group investigating what influences what television viewers decide to watch.
 - (b) A university surveys recent graduates to investigate how successful they are in their careers.
 - (c) An information technology department surveys staff to determine whether they are meeting staff's needs.
 - (d) All of the above.
30. Which of the following is *not* a purpose for a literature review?
- (a) Put the present work in context with what is already known in the field.
 - (b) Provide an exhaustive summary of the papers in the field.
 - (c) Use existing papers to motivate the present work.
 - (d) Use existing papers to justify the present work.

31. Suppose you employed by a psychologist who is conducting a study for the School District of La Crosse to determine if there is a relationship between student obesity, bullying, academic engagement, and self-image. Your research team reached an agreement to interview the students of three teachers who have classes covering grades 5-8 (these grades are consistent with the population of interest).

(a) State two (2) possible specific and measurable research questions that this study could investigate.

(b) Describe three (3) ethical considerations you should make before collecting your sample and beginning your study.

(c) Describe three (3) potential sources of bias.

32. The National Rifle Association (NRA) 2009 National Gun Owners Action Survey is administered when people sign up for membership with the National Rifle Association. The survey includes this question:

- Do you agree with anti-gun extremists who claim that gun registration, gun-owner licensing, closing of gun shows and outright gun bans would help prevent future terrorist attacks on our nation?
- Yes / No / No opinion

(a) What is the scale of measurement for this variable?

(b) Explain one potential source of bias regarding the wording of this question. What words in the question contribute to this bias?

(c) Rewrite the question such that it is less likely to have the bias you described in question (b).

(d) The NRA indicates that it uses the results from this survey in communication with Congress, Administration officials, and State Legislatures. Suppose it presumes the results of this survey represent the concerns and views of “gun owners.” Describe a source of sampling-frame bias. What could be changed to reduce or eliminate this bias?