

ECO 230: Business Communication and Research

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Name (5 points): _____

Practice Exam 1

Multiple Choice: Select the best-fitting response for each question or statement. (1 point each)

1. Which statement about the function of business research is most *TRUE*?
 - (a) Causal research has the least uncertainty with regard to its results.
 - (b) Exploratory research must have a very specifically defined problem.
 - (c) An attitude survey and a survey about unemployment reflect causal research.
 - (d) Diagnostic analysis attempts to identify cause and effect relationships.

2. A requirement for a categorical variable is that its categories are mutually exclusive. This means
 - (a) that all possible categories must be included.
 - (b) that each category must be different (no overlap)
 - (c) that the categories cannot appear in any other question on the questionnaire.
 - (d) that points on the scale indicate equal distance.

3. Which of the following statements about survey error is *TRUE*?
 - (a) With a technically proper random probability sample, random sampling error is eliminated.
 - (b) Systematic error can result from both the respondent and the administrator.
 - (c) Systematic error may results from taking a sample instead of the whole population.
 - (d) Random sampling error results in a sample bias.

4. An example of _____ might be the increased likelihood that a person responds to a self-administered survey conducted at a airline reservation counter, just after his flight reservation has just been bumped.
 - (a) administrator bias
 - (b) self selection bias
 - (c) interviewer bias
 - (d) social desirability bias

5. Consider the following survey question, “Do you approve of the Affordable Care Act, the Federal government takeover of the health care industry signed into law by President Obama in 2010.” Was possible bias is most likely to result from the wording of this survey question?
 - (a) Acquiescence bias.
 - (b) Self-selection bias.
 - (c) Leading question bias.
 - (d) Administrator bias.

6. When investigating Americans’ eating habits, researchers often find that people exaggerate their consumption of vegetables and fruit, while minimizing their consumption of fast food. This is an example of:
 - (a) self-selection bias.
 - (b) acquiescence bias.
 - (c) social desirability bias.
 - (d) non-response error.

7. Which of the following statements about informed consent is *TRUE*?
- (a) An informed consent statement should assure the respondents that they can remain anonymous.
 - (b) An informed consent statement should briefly describe the purpose of the research.
 - (c) To provide consent, a respondent must provide written approval before taking any survey.
 - (d) All of the above are true.
8. Which of the following is an advantage of a mail-in questionnaire to conduct survey research?
- (a) It provides an opportunity for feedback.
 - (b) It has the best ability to use visual aids.
 - (c) It provides a high degree of anonymity for respondents.
 - (d) There is the opportunity for the research to probe for clarification on answers
9. Which survey method is likely to result in the *least amount* of social-desirability bias?
- (a) Personal interview.
 - (b) Telephone interview.
 - (c) Internet questionnaire.
 - (d) Point-of-contact survey.
10. The type of question which is most beneficial when a researcher is conducting exploratory research is:
- (a) fixed-alternative
 - (b) simple-dichotomous
 - (c) frequency-determination
 - (d) open-ended
11. A(n) _____ question suggests or implies a particular response.
- (a) leading
 - (b) ambiguous
 - (c) open ended
 - (d) complex
12. In terms of preventing order bias in questions, it is usually better to ask questions in this order:
- (a) open-ended questions first, then fixed-alternative questions.
 - (b) Specific questions first, then general questions.
 - (c) General questions first, then specific questions.
 - (d) fixed-alternative questions first, then open-ended questions.
13. Suppose you are conducting a survey of grade school children about whether they consider certain behaviors to be bullying. The students' teachers will deliver the surveys for you. What principles of ethical standards of survey research are relevant in this situation?
- (a) The consideration of power relationships.
 - (b) The need to ensure confidentiality
 - (c) The need to receive informed consent from parents
 - (d) All of the above

14. Which of the following is true regarding systematic error?
- (a) It is the difference between the sample statistics and population parameters when taking a systematic sample.
 - (b) It results primarily from problems in a study's design or in the execution of the study.
 - (c) It is estimated using confidence interval formulas.
 - (d) It only occurs when certain sample elements are not represented in the sampling frame.
15. What is the major drawback to open-ended questions?
- (a) Question design is difficult and time consuming for the researcher.
 - (b) They restrict the amount of information that a respondent can give.
 - (c) The responses cannot be quantified.
 - (d) None of the above.
16. Netflix sales revenue is down substantially. This is a
- (a) business alternative.
 - (b) business opportunity.
 - (c) symptom.
 - (d) business problem.
17. Suppose a restaurant owner is interested in exploring age, race, ethnicity, gender, and income characteristics of its customers. This is an example of,
- (a) exploratory research.
 - (b) descriptive research.
 - (c) causal research.
 - (d) none of the above.
18. Ice cream consumption and violent crime rate have been found positively related to one another. This is an example of..
- (a) a causal relationship.
 - (b) contributory causality
 - (c) a spurious relationship.
 - (d) conditional causality.
19. A small-scale research project that collects data from individuals similar to those which will be used in a full study is called a...
- (a) pilot study.
 - (b) focus group.
 - (c) exploratory study.
 - (d) None of the above.

20. A study investigates the relationship between spending on advertising and monthly sales revenue for 40 local businesses and finds a negative relationship. However when it compares sales revenue of businesses one month before and after an advertising campaign, it finds a positive relationship. The causal relationship is established by
- (a) temporal causation.
 - (b) common cause causation.
 - (c) spurious causation.
 - (d) reverse causation.
21. Suppose an angry airline customer decides to fill out a customer satisfaction survey immediately after being denied a seat on an overbooked flight. This could be an example of
- (a) social desirability bias.
 - (b) acquiescence bias.
 - (c) extremity bias.
 - (d) sample-selection bias.
22. 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.
23. Users of UW-L exercise facilities tend to over-estimate how much time they exercise each week in a survey. This could be an example of,
- (a) social desirability bias.
 - (b) acquiescence bias.
 - (c) extremity bias.
 - (d) sample-selection bias.
24. Which of the statements about survey error is *TRUE*?
- (a) Random sampling error occurs when some imperfect aspect of your research design causes bias.
 - (b) Random sampling error is the minimum possible error in a study.
 - (c) Simple random sampling removes error caused by acquiescence bias.
 - (d) Point-of-contact sampling can be used to limit random sampling error.
25. Which of the following is most likely 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.

26. Studies show that children's academic performance increases after being moved to a smaller class. This is an example of
- (a) a common cause.
 - (b) a spurious relationship.
 - (c) temporal causation.
 - (d) reverse causation.
27. Which statement about the causal research is most *TRUE*?
- (a) Causal research searches for non-spurious relationships between variables.
 - (b) An exploratory research project is an example of causal research.
 - (c) Causal research seeks to explore characteristics of a population of interest.
 - (d) All of the above.
28. A requirement for a fixed-alternative question is that its categories are totally exhaustive. This means
- (a) that all possible categories must be included.
 - (b) that each category must be different (no overlap).
 - (c) that the categories cannot appear in any other question on the questionnaire.
 - (d) that points on the scale indicate equal distance.
29. Acquiescence bias is a situation in which,
- (a) subjects' decisions to participate in the research is related to the outcome variable of interest.
 - (b) the wording of questions may elicit an emotional response which alters the likely answers to a question.
 - (c) subjects give answers the they perceive the interviewer or researcher want to hear.
 - (d) subjects refuse to give extreme responses.
30. A study compares college experiences of UW-L international students from East Asia with American students. What ethical consideration needs to be taken into account?
- (a) The researchers are not choosing a random sample.
 - (b) The researchers are selecting participants based on race.
 - (c) The researchers are unfairly allocating risks and benefits of their study.
 - (d) The researchers are engaging in racial profiling.
31. Which of the following is an important aspect of a research proposal?
- (a) Motivate your work.
 - (b) Explain your choice of methodology.
 - (c) Suggest what decisions can be informed by your research project.
 - (d) All of the above.

32. Consider the following survey question: "On average, how often do you read popular national newspapers such as the New York Times?"
- More than once per week.
 - Once per week.
 - Two or three times per month.
 - Once per month.
 - Less than once per month.

What is the most likely problem with the wording of this survey question?

- (a) Leading question.
 - (b) Ambiguous wording.
 - (c) fixed-alternative question.
 - (d) Complex question.
33. Which of the following is an advantage of personal interview survey research?
- (a) Ability to limit leading question bias.
 - (b) Ability to limit random sampling error.
 - (c) High response rate.
 - (d) All of the above.
34. Which of the following survey methods is designed to eliminate minimal risk?
- (a) Internet questionnaire.
 - (b) Mail-in questionnaire.
 - (c) Personal interview.
 - (d) None of the above.
35. Which of the following is a benefit of open-ended questions?
- (a) Limit bias by allowing respondents to qualify their answers.
 - (b) Limit bias by giving a fixed set of alternatives for answers.
 - (c) Limit self-selection bias.
 - (d) Limit acquiescence bias.
36. A local restaurant is considering adding low-fat options to its menu to attract more customers. To inform this decision, a research project could be conducted to investigate
- (a) this business opportunity.
 - (b) this business problem.
 - (c) this symptom.
 - (d) this spurious relationship.
37. A business conducts a research project that involves a personal interview with a small group of people that are largely representative of its customers. This is likely an example of,
- (a) exploratory research.
 - (b) causal research.
 - (c) biased research.
 - (d) None of the above.

38. What type of survey method is *least* obtrusive?
- (a) Internet survey.
 - (b) Face-to-face interview.
 - (c) Telephone survey.
 - (d) Mail-in questionnaire.
39. When market researchers survey potential customers regarding their willingness to buy new products, respondents often over-estimate their actual buying choices that they make in the future. This is an example of,
- (a) Unconscious response bias.
 - (b) Simple random sampling error.
 - (c) Self-selection bias.
 - (d) Social desirability bias.
40. When the magnitude of harm or discomfort anticipated from a person choosing to participating in a research project are not greater than those ordinarily encountered in daily life,
- (a) then the researcher must seek permission through informed consent.
 - (b) then risk of systematic error is minimal.
 - (c) the research project design has appropriately removed all risk.
 - (d) All of the above.

41. Suppose the YMCA surveys the local community to determine current behaviors in volunteering for community and fundraising events and interest in participating in similar YMCA events.

(a) (5 points) State two (2) possible specific and measurable research questions that this study could investigate.

(b) (5 points) Describe two (2) potential sources of bias regarding the sampling procedure.

42. Suppose an educational researcher is interested in determining the relationship between engagement in extra curricular activities and academic performance in grades 4-8.

(a) (5 points) State two (2) possible specific and measurable research questions that this study could investigate.

(b) (5 points) Describe two (2) ethical considerations that you should make before collecting your sample and beginning your study.

43. Suppose University Dining Services administers a customer satisfaction survey to customers during lunch time, and offers them a free cookie if they complete the survey.

(a) (5 points) State two (2) possible specific and measurable *research* questions that this study could investigate.

(b) (5 points) Identify one (1) potential source of bias considering the sampling design. Describe how the survey could alternatively be administered to limit this source of bias.

44. (5 points) Suppose the dining services survey in the previous question ends with the following three questions:

- How would you rate the friendliness of the service you received?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.
- How would you rate your satisfaction of Dining Services' cost-effective and healthy lunch options?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.
- How would you rate your overall dining experience?
Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.

Describe two (2) potential sources of bias evident in these questions. Describe how they can be fixed.

45. (5 points) Describe social desirability bias. Give an example survey question or research question (different than any examples on this exam) that may have social desirability bias. Explain why your example may lead to social desirability bias.
46. (5 points) Describe sample-selection bias. Give an example a research question (different than any examples on this exam) that may have sample-selection bias. Explain why your example may lead to sample-selection bias.
47. (5 points) Describe unconscious response bias. Give an example survey question or research question (different than any examples on this exam) that may have unconscious response bias. Explain why your example may lead to unconscious response bias.
48. (5 points) Describe acquiescence bias. Give an example survey question or research question (different than any examples on this exam) that may have acquiescence bias. Explain why your example may lead to acquiescence bias.