

## Chapter 11 – MR Practice Quiz

### Analyzing and Interpreting Data for Decisions

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#### TRUE/FALSE

1. Data bits are combined into pieces of information, which are combined into implications, which suggest decision alternatives, which lead to decisions.

ANS: T                      PTS: 1

2. Frequency distributions can be applied to nominal, ordinal, and interval data, but not ratio data.

ANS: F                      PTS: 1

3. The use of statistical tests decreases the need for use of theory, predetermined hypotheses, and common sense.

ANS: F                      PTS: 1

4. The mode is the most frequently occurring response.

ANS: T                      PTS: 1

5. The standard deviation tells us the range of answers that includes approximately 70% of the sampled respondents.

ANS: T                      PTS: 1

#### MULTIPLE CHOICE

1. Which of the following represents the correct sequence of data analysis outcomes?
- information, decision alternatives, decisions, implications
  - information, decision alternatives, implications, decisions
  - information, implications, decision alternatives, decisions
  - implications, information, decision alternatives, decisions

ANS: C                      PTS: 1

2. Which of the following statements is true? If only a portion of the respondents answered a specific question, the frequency distribution (percentage) of the responses for that question is best computed as
- 100 percent of all respondents regardless of whether or not they answered the question
  - 100 percent of those respondents who did answer the question
  - the average number of respondents
  - the geometric mean of the responses

ANS: B                      PTS: 1

3. If 100 out of 1000 users of brand A were medium users (i.e., 10%), and 200 respondents out of 400 users of brand B were medium users (i.e., 50%), the average number of medium users for brands A and B would be
- a. 21.4%
  - b. 30%
  - c. 37.5%
  - d. 60%

ANS: A                      PTS: 1

4. For ratio data, the measure(s) of central tendency and dispersion that can be computed is(are)
- a. mode, median, mean, standard deviation
  - b. mode, median
  - c. mode, median, mean, standard deviation, geometric and harmonic mean
  - d. mode

ANS: C                      PTS: 1

5. Two or more variables are considered simultaneously when the researcher uses which of the following data analysis tools?
- a. frequency distributions
  - b. cross-tabulations
  - c. measures of central tendency
  - d. measures of dispersion

ANS: B                      PTS: 1