TRUE/FALSE

1. Marketing research is conducted to help reduce the uncertainty in decision making.

ANS: T PTS: 1

2. The null hypothesis is stated in terms that indicate you expect to find no difference or no effect.

ANS: T PTS: 1

3. A Type 1 error means accepting the null hypothesis when it is actually false.

ANS: F PTS: 1

4. The greater the costs associated with a Type 1 error, the lower we should set our maximum risk.

ANS: T PTS: 1

5. Linear relationships are always positive in nature.

ANS: F PTS: 1

MULTIPLE CHOICE

1. The _____ hypothesis states that you expect to find a difference or effect. a. alternative b. null ANS: A PTS: 1 2. Type 2 error means a. accepting a false null hypothesis c. accepting a false alternative hypothesis b. rejecting a true null hypothesis d. rejecting a true alternative hypothesis PTS: 1 ANS: A 3. The appropriate statistical test for hypotheses about proportions with one large sample is a. chi-square c. t-test b. Z-test d. ANOVA ANS: B PTS: 1 4. If the p-value of a statistical test was .03, it would indicate the chance of making a _____ is 3 chances out of 100. a. type 1 error c. type 1 or type 2 error b. type 2 error d. type 1 and type 2 error ANS: A PTS: 1

- 5. . _____ allows for the prediction of the level or magnitude of a phenomenon such as market share or market size.
 - a. Multiple regression
 - b. Multiple discriminate analysis
- c. Canonical correlation
- d. Multidimensional scaling

ANS: A PTS: 1