

## Chapter 9 – MR Practice Quiz

### Sampling Methods and Sample Size

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#### TRUE/FALSE

1. A sample is the term that refers to the group surveyed any time the survey is not administered to all members of the population.

ANS: T                      PTS: 1

2. Sample bias can be reduced by increasing the sample size.

ANS: F                      PTS: 1

3. The goal of developing an appropriate sample frame is to get a list of elements of the target population that is inclusive but with minimal duplication.

ANS: T                      PTS: 1

4. Two criteria are used in measuring the accuracy of a sample: the margin of error and the sample size.

ANS: F                      PTS: 1

5. Generally speaking, the sample size should be increased whenever the population exhibits high variability or whenever high levels of precision and confidence are required.

ANS: T                      PTS: 1

#### MULTIPLE CHOICE

1. The target group of interest is called the
- a. population or universe
  - b. census
  - c. sample
  - d. target segment

ANS: A                      PTS: 1

2. Sampling error can occur when the
- a. researcher intentionally introduces errors into the responses
  - b. respondent intentionally introduces errors into the responses
  - c. researcher unintentionally introduces errors into the responses
  - d. sample does not perfectly represent the population being studied

ANS: D                      PTS: 1

3. The decision to employ a probability or nonprobability sampling procedure is determined in which step of the sampling decision model?
- a. Step 1: Define the population/universe
  - b. Step 2: Determine sampling frame
  - c. Step 3: Select sampling method
  - d. Step 4: Determine the sample size

ANS: C                    PTS: 1

4. Nonprobability sampling techniques include all of the following except
- a. convenience sample
  - b. judgment sample
  - c. stratified sample
  - d. quota sample

ANS: C                    PTS: 1

5. The “snowball sample” is a kind of
- a. convenience sample
  - b. judgment sample
  - c. stratified sample
  - d. quota sample

ANS: B                    PTS: 1