

5.1 Assignment: Introduction

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5.1 Assignment: introduction to bayesian modeling

Read section 2 of the following article and complete the assignment below:

Rossi and Allenby (2003) Bayesian Statistics and Marketing: [link to the article](#)

Please note: You have only 1 attempt to complete the assignment below.

Multiple Choice

0.0/1.0 point (graded)

The likelihood function is a function of the parameters.

☐

True

☐

False

unanswered

Submit

You have used 0 of 1 attemptSome problems have options such as save, reset, hints, or show answer. These options follow the Submit button.

SaveSave Your Answer

Multiple Choice

0.0/1.0 point (graded)

Posterior distribution reflects only information contained in the observed data.

☐

True

☐

False

unanswered

Submit

You have used 0 of 1 attemptSome problems have options such as save, reset, hints, or show answer. These options follow the Submit button.

SaveSave Your Answer

Multiple Choice

0.0/1.0 point (graded)

Bayesian inference makes statements based on sampling distributions of estimates.

☐

True

☐

False

unanswered

Submit

You have used 0 of 1 attemptSome problems have options such as save, reset, hints, or show answer. These options follow the Submit button.

SaveSave Your Answer

Multiple Choice

0.0/1.0 point (graded)

Bayesian inference provides a good approximation of uncertainty about the unknown parameters.

☐

True

☐

False

unanswered

Submit

You have used 0 of 1 attemptSome problems have options such as save, reset, hints, or show answer. These options follow the Submit button.

SaveSave Your Answer