QUIZ

Module 3, 4

1. Define null hypothesis and alternative analysis.

Hypothesis that there is no significant difference between specified populations
. Technique used to evaluate identified options to select which options to execute

2. If you would like to answer the following research question, what test are you going to choose?

"Does the sports consumer satisfaction differ by gender?"

Independent Sample T-Test

3. Explain how to determine if samples are paired or independent.

In the same group twice

4. one-way ANOVA examines mean differences between more than two groups.

1) t-test (2) one-way ANOVA 3) two-way ANOVA 4) regression analysis

5. t-test examines mean differences between two groups.

(1) t-test 2) one-way ANOVA 3) two-way ANOVA 4) regression analysis

6. In ANOVA, if the p-value is less than or equal to 0.05, we can reject the null hypothesis

(1) null hypothesis 2) alternative hypothesis

7. regression analysis can Indicate if independent variables have a significant relationship with a dependent variable.

1) t-test 2) one-way ANOVA 3) two-way ANOVA (4) regression analysis

8. According to the results of regression analysis below, which independent variable has a significant relationship with the dependent variable and why?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29011.585	18448.456		1.573	.127
	Average supermarket price	-24003.037	16694.676	-.241	-1.438	.162
	Index of promotional activities	44.227	13.567	.547	3.260	.003

a. Dependent Variable: Weekly sales in USD

Index of promotional activities has a significant relationship with the dependent variable, b/c p-value(0.003) is less than 0.005.