Module 3 & 4 Quiz

1. Define null hypothesis and alternative analysis.

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?"

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

4. _____ examines mean differences between more than two groups.

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

5. _____ 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 _____.

1) null hypothesis 2) alternative hypothesis

7. _____ 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