

Unit 02: Introduction to Statistics and Data Analysis

1. _____ is the process of using data analysis to infer properties of an underlying distribution of probability.

Statistical inference

Conditional probability

Sampling

Quota

2. In this case each individual is chosen entirely by chance and each member of the population has an equal chance, or probability, of being selected.

Simple Random
Sampling

Systematic Sampling

Stratified sampling

Clustered Sampling

3. In which Individuals are selected at regular intervals from the sampling frame

Simple Random
Sampling

Systematic Sampling

Stratified sampling

Clustered Sampling

4. In this method, the population is first divided into subgroups (or strata) who all share a similar characteristic

Simple Random
Sampling

Systematic Sampling

Stratified sampling

Clustered Sampling

5. In a _____, subgroups of the population are used as the sampling unit, rather than individuals.

Simple Random
Sampling

Systematic Sampling

Stratified sampling

Clustered Sampling

6. _____ is perhaps the easiest method of sampling, because participants are selected based on availability and willingness to take part.

Convenience sampling

Quota sampling

Judgment Sampling

Snowball sampling

7. _____ can be effective when a sampling frame is difficult to identify

Convenience sampling

Quota sampling

Judgment Sampling

Snowball sampling

8. _____ has the advantage of being time-and cost-effective to perform whilst resulting in a range of responses

Convenience sampling

Quota sampling

Judgment Sampling

Snowball sampling

9. This method of sampling is often used by market researchers For example Interviewers are given a lot of subjects of a specified type to attempt to recruit.

Convenience sampling

Quota sampling

Judgment Sampling

Snowball sampling

10. The "_____ " is the "middle" value in the list of numbers.

Median	Mode	Mean	Range
11. The _____ is the sum of the data values divided by the number of data items.			
Median	Mode	Mean	Range
12. Value of the random sample that occurs at the greatest frequency			
Median	Mode	Mean	Range
13. _____ also known as the categorical data.			
Qualitative data	Quantative data	Discrete data	All of these
14. _____ is also known as numerical data which represents the numerical value.			
Qualitative data	Quantative data	Discrete data	All of these
15. _____ is information that can only take certain values.			
Qualitative data	Quantative data	Discrete data	All of these