**MKTG 302 Marketing Research**

Study Guide for Exam #2

**Chapter 11**

Key Terms:

1. **Open-ended question** 3. **Structured question:** prespecifies set of responses and format

3. **Leading question**: question that gives

respondent a clue of what answer should be

4. **Dichotomous question:** yes or no

5**. Ambiguous question** 6. **Double-barreled question:** single question that attempts to cover two issues. Can result in ambiguous responses

Key Questions:

1. Why is it important to consider the respondents’ ability to answer a particular question? Discuss with an example.

2. Why is pretesting important?

It is important as to identify and eliminate potential problems. Pretests are best done by personal interviews and are tested on a small sample of respondents.

1. Discuss guidelines for questionnaire sequencing.
2. Specify Information needed (2) Specify type of interviewing method (3) determine content of individual questions (4) design questions to overcome respondent’s inability and unwillingness to answer (5) decide on the question structure (6) decide on the question wording (7) arrange questions in propoer order (8) choose the form and layout (9) reproduce the questionnaire (10) pre-test the questionnaire

**Chapter 12**

Key Terms:

**1. Sampling:** subgroup of the elements of the population selected for participation in the study

**2. Census:** complete count of each element of the population

**3. Population:** aggregate of all elements, sharing some common set of characteristics, that comprise the universe for the purpose of the marketing research problem

**4. Probability Sampling:** sampling procedure in which each element of the population has a fixed probabilistic chance of being selected for the sample. (Selected randomly)

**5. Nonprobability Sampling:** sampling technqiues that do not use chance selecteion procedures, but that instead rely on researcher’s personal judgement and/or convenience

**6. Simple Random Sampling:** A probability sampling technique in which each element in the population has a known and equal probability of selection. Every element is selected independently of every other element, and the sample is drawn by a random procedure from a sampling frame.

**7. Proportionate Stratified Sampling:** A probability sampling technique that uses a two-step process to partition the population into subpopulations, or strata. Elements are selected from each stratum by a random procedure.

**8. Disproportionate Stratified Sampling**

**9. Simple (one-stage) Cluster Sampling:** the target population is first divided into mutually exclusive and collectively exhaustive subpopulations, or clusters. Then a random sample of clusters is selected based on a probability sampling technique, such as SRS. For each selected cluster, either all the elements are included in the sample or a sample of elements is drawn probabilistically. If all the elements in each selected cluster are included in the sample, the procedure is called **one-stage cluster sampling**. If a sample of elements is drawn probabilistically from each selected cluster, the procedure is **two-stage cluster sampling**

**10. Two-stage Cluster Sampling**

**11. Systematic Sampling:** A probability sampling technique in which the sample is chosen by selecting a random starting point and then picking every ith element in succession from the sampling frame.

**12. Convenience Sampling:** selection of sampling units based on convenience of researcher. Inexpensive and fast.

**13. Quota Sampling :** non probability sampling technique that is a two state restricted judgemental sampling. Stage 1 consists of developing control categories or quotas of population elements. Stage 2, sample elements are selected based on convenience and judgment.

**14. Judgment Sampling:** form of convenience sampling in which population elements are selected based of researcher’s judgement

**15. Snowball Sampling:** A nonprobability sampling technique in which an initial group of respondents is selected randomly. Subsequent respondents are selected based on the referrals or information provided by the initial respondents. This process may be carried out in waves by obtaining referrals from referrals.

Key Questions:

1. What are the differences between sample and census studies?

2. What are the advantages of a sampling study?

Less costly and time consuming than census studies

3. What are the steps in stratified sampling?

4. How does proportionate stratified sampling differ from disproportionate stratified sampling?

5. What are the steps in cluster sampling?

6. How does the precision of cluster sampling compare with simple random and stratified sampling?

7. How can the precision of cluster sampling be increased?

8. How does single-stage cluster sampling differ from two stage sampling?

9. What are the advantages and disadvantages of cluster sampling?

10. What are the steps in systematic sampling?

11. What are the differences between convenience and judgment sampling?

12. Under what circumstances are nonprobability samples appropriate?

13. What are the steps involved in quota sampling?

14. How does quota sampling differ from stratified sampling?

**Statistical Tests**

Key tests:

1. T-test for a single mean

2. Test of two means

3. z-test of proportions

4. Chi-square goodness of fit test

5. Chi-square test of Independence

6. Simple/Multiple regression

Key questions:

1. How are degrees of freedom calculated for chi-square goodness-of-fit test?

(k-1)

2. Are expected values always equal for all categories in the chi-square goodness-of-fit test?

Yes

1. How are expected values and the degrees of freedom calculated for chi-square contingency tests?

The expected value:

total in row x \*total in column x/sample size

df= (r-1)(c-1)

**Interpretation of Regression output**

You should consult Notes posted on Blackboard and SPSS Notes (for both simple and multiple regression).

1. What is the interpretation of R2 in a regression output?

2. How to test the significance of the relationship between the dependent variable Y and the independent variable X.

3. What is a regression coefficient?

We use the f statisitic

4. How do we test if a specific independent variable has a significant predictive relationship with the dependent variable?

5. What is the form or equation of the bivariate regression model?

6. What is the form or equation of the multiple regression model?

**Hypothesis tests**

You should go over the problem sets done in class. Look at the attached formula sheet posted on Blackboard for the tests of hypotheses included for this exam.