

MULTIPLE CHOICE

1. When a company decides to send an Internet survey to all of its 127-member sales force to determine their morale, this is an example of a:
- cluster sample
 - multistage area sample
 - census
 - sample

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2. When a researcher has made the decision to conduct a survey using a sample of the population, the FIRST step in the selection of the sample is to:
- define the target population
 - determine the sample size
 - select the actual sampling units
 - select a sampling frame

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3. All of the following are stages in the selection of a sample EXCEPT:
- analyze data
 - select a sampling frame
 - determine sample size
 - conduct fieldwork

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4. When a researcher wants to study the members of the American Marketing Association and selects a sample from its membership list, the membership list is an example of a:
- reverse directory
 - sampling frame
 - systematic sampling list
 - census

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5. Which type of error occurs when certain sample elements are excluded or when the entire population is not accurately represented in the sampling frame?
- Type I error
 - sampling frame error
 - statistical error
 - list error

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6. A telephone directory that lists the people in the phone book by their street address instead of by their last name is called a:
- snowball directory

Multiple Choice Quations About Sampling Design

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