

Chapter 2 Sampling and Data Collection

1. What term is used to describe data specifically collected to be used in a particular research study?
 - a. Census data
 - b. Primary data
 - c. Sample data
 - d. Secondary dataANS: B
2. A software company wishes to improve training for its sales staff. It requires all members of the sales team to complete a survey to determine their needs. What term is used to describe this approach?
 - a. Quasi-random sampling
 - b. Stratified sampling
 - c. Non-random sampling
 - d. CensusANS: D
3. Why might a researcher make use of a sample rather than try to collect information about the whole population?
 - a. To save time and costs
 - b. To improve the accuracy of her study
 - c. To eliminate the possibility of bias
 - d. To protect the anonymity of respondentsANS: A
4. A researcher collects data on the length of time callers have to wait to have their phone call to an advice centre answered. He visits every Thursday for 6 weeks. What type of bias is he most likely to encounter?
 - a. Structural bias
 - b. Recording bias
 - c. Selection bias
 - d. Interviewer biasANS: C
5. Which description BEST defines a simple random sample?
 - a. Selecting random participants from specific groups in the population
 - b. Picking every tenth employee that arrives in work
 - c. Random selections from a complete list of employees
 - d. Asking each participant to nominate another person to take partANS: C
6. What advantage does the use of a stratified sample have in comparison to a simple

random sample?

- a. It requires less information about potential participants
- b. It is less complicated to put into practice
- c. The use of strata eliminates subjectivity from the research process
- d. It helps to eliminate an important source of bias

ANS: D

7. A large supermarket chain in Nigeria is conducting research into consumer purchasing behaviour. It has 12 regions with 30 stores on average in each region. In order to save travel time, they decide to conduct the research in 10 randomly selected stores in each of 4 regions. What type of sampling approach is this an example of?

- a. Multi-stage sampling
- b. Stratified sampling
- c. Cluster sampling
- d. Simple random sampling

ANS: A

8. When deciding on the size of a sample, which is NOT an important consideration?

- a. How much money and time you have
- b. The degree of precision required
- c. The method used to run the survey (online or post)
- d. The number of sub-samples needed

ANS: C

9. Which of the following is NOT a disadvantage of using secondary data?

- a. It can be used when collecting your own data is impractical
- b. The quality of the data may sometimes be uncertain
- c. Some key terms may have been used in a different way
- d. Geographical coverage may not fit your study exactly

ANS: A

10. A researcher needs data that reflects what households choose to spend their money on. Which source of data is likely to provide the most suitable information?

- a. "UK Balance of Payments"
- b. A survey of 500 households (primary data)
- c. "Regional Trends"
- d. "NatWest Bank Quarterly Review"

ANS: C