

## Chapter 2—Types of data, data collection and sampling

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### MULTIPLE CHOICE

1. When every possible sample of size  $n$  has the same chance of being selected, this is called:
- A. simple random sampling.
  - B. stratified random sampling.
  - C. cluster sampling.
  - D. sampling error.

ANS: A                      PTS: 1                      DIF : Easy                      TOP : Types of data

2. Which of the following is not an example of primary data?
- A. Data published by the United States Bureau of Census.
  - B. Data published by the Australian Bureau of Statistics.
  - C. Data published by the Australian Stock Exchange (ASX).
  - D. Data published by the United Nations Statistical Division.

ANS: D                      PTS: 1                      DIF : Easy                      TOP : Methods of collecting data

3. Which of the following must be avoided in designing a questionnaire?
- A. Dichotomous questions.
  - B. Leading questions.
  - C. Open-ended questions.
  - D. Demographic questions.

ANS: B                      PTS: 1                      DIF : Easy                      TOP : Methods of collecting data

4. When the population is divided into mutually exclusive sets, and then a simple random sample is drawn from each set, this is called:
- A. simple random sampling.
  - B. stratified random sampling.
  - C. cluster sampling.
  - D. selection bias.

ANS: B                      PTS: 1                      DIF : Moderate                      TOP : Sampling plans

5. A professor of economics intends to compare the performances of first year students at the four campuses of the university. In order to do so, she selects a random sample of 40 students from each campus. What is this type of sampling called?
- A. Stratified random sampling.
  - B. Simple random sampling.
  - C. Cluster sampling.
  - D. None of these choices are correct.

ANS: A                      PTS: 1                      DIF : Moderate                      TOP : Sampling plans

6. Which of the following is a characteristic of cluster sampling?
- A. The population is not divided.
  - B. The population is divided into groups of similar characteristics.
  - C. The population is divided into homogeneous groups.
  - D. The population is divided into heterogeneous groups.



