Lecturer Testbank

Chapter 13

Answers are indicated with a \*

1. If all elements in the population are seen as equal and every element has an equal chance of being chosen, we speak of:

\*a. Simple random sampling.

b. Systematic sampling.

c. Stratified random sampling.

d. Cluster sampling.

2. The most important disadvantage of a convenience sample is that:

a. It takes a lot of time and effort to find respondents.

\*b. The research results are cannot be generalized.

c. It will introduce a systematic ‘bias’ in the data.

d. This way of sampling is relatively expensive.

3. As a rule, probability sampling leads to a representative sample.

\*a. T

b. F

4. Convenience sampling and quota sampling are examples of probability sampling.

a. T

\*b. F

5. A researcher who investigates the relationship between the bonus program of AH (a supermarket chain) and the loyalty at AH, collects his data by approaching people passing an AH branch store on several daily periods.

The method used by this researcher to draw a sample is called:

\*a. Convenience sampling.

b. Simple random sampling.

c. Stratified sampling.

d. Quota sampling.

6. Simple random sampling is a method associated with a high degree of generalizability.

\*a. T

b. F

7. Cluster sampling is the least representative probability sampling design.

\*a. T

b. F

8. Which of the following sampling designs is a form of non-probability sampling?

a. Systematic sampling.

b. Area sampling.

\*c. Quota sampling.

d. Cluster sampling.

9. Non-probability sampling leads to findings that are highly generalizable.

a. T

\*b. F

10. Stratified sampling and cluster sampling are examples of probability sampling.

\*a. T

b. F

11. A disadvantage of cluster sampling is that it:

\*a. Is the least efficient form of probability sampling.

b. Requires homogeneous subgroups.

c. Takes a lot of time to collect data.

d. Is not easy to execute.

12. The bigger the sample size, the better.

a. T

\*b. F

13. If a sample is subdivided into subsamples, a minimal sample size of 10 is necessary for every subsample.

a. T

\*b. F

14. Snowball sampling and Quota sampling are both non-probability sampling techniques.

\*a. T

b. F

15. In probability sampling all elements of a population have a known and equal change to be included in the sample.

\*a. T

b. F

16. If your objective is to compose a representative sample, what kind of sampling technique would you choose?

\*a. Simple random sampling.

b. Judgment sampling.

c. Convenience sampling.

d. Quota sampling .

17. What is the least reliable and least efficient probability sampling technique?

a. Systematic sampling.

b. Proportionate stratified sampling.

c. Disproportionate stratified sampling.

\*d. Cluster sampling.

18. When representativity is an important criterion for a study, which sampling technique would you choose?

\*a. Systematic sampling.

b. Judgment sampling.

c. Quota sampling.

d. Convenience sampling.

19. Based on the desired accuracy and reliability of the research results, we can determine a desired sample size by a formula. The desired sample size is adjusted (and we then speak of an adjusted *n*) when:

a. The sample size is greater than 1000 persons.

\*b. The sample size is greater than 50 percent of the population.

c. The sample size is greater than 1 percent of the population.

d. None of the above answers is correct.

20. Snowball sampling and judgment sampling are both non-probability sampling techniques.

\*a. T

b. F

21. With systematic sampling one divides the population into subgroups and chooses the test subject randomly from a number of randomly chosen subgroups.

a. T

\*b. F

22. From statistical considerations the preference is given to probability sampling over non-probability sampling.

\*a. T

b. F

23. Probability sampling is seen as less representative for the population than non-probability sampling.

a. T

\*b. F

24. If a sample is subdivided into subsamples, a minimal sample size of 30 is necessary for every subsample.

\*a. T

b. F

25. A researcher wants to investigate the relationships between the use of drugs and study results of university students. He would like to generalize the results to the population. Which kind of sample could the researcher best use?

a. Stratified sampling

b. Judgment sampling

\*c. Simple random sampling

d. Quota sampling