

BUS 230: Business and Economics Communication and Research
In-class Exercise: Sampling Design
Instructor: James Murray
Fall 2012

Your Name: _____

Directions: Work in groups of up to four people and answer the following questions based on Chapter 10 of your textbook. All papers will be collected, but only one member's paper will be randomly selected and graded and all members of the group will receive the same grade. Failure to complete the worksheet with a group will result in a 20 percentage point penalty.

By signing below, you agree that the following work represents the efforts of everyone in the group, and you are willing to accept as your own grade for the group project the grade earned from this representation of your group's work.

_____ Signature Group Member 1	_____ Print Name	_____ Date
_____ Signature Group Member 2	_____ Print Name	_____ Date
_____ Signature Group Member 3	_____ Print Name	_____ Date
_____ Signature Group Member 4	_____ Print Name	_____ Date

Directions: For each sampling scenario, describe what type of sampling it is and describe what biases may occur, if any.

1. Workers at a local university are considering unionizing. The national labor union representing instructors in higher education wants to research the level of interest the university community has in unionizing. The labor union researcher prints a survey in a newspaper called *Labor Now*, and interested respondents can complete the questionnaire and return it by mail.
2. A department store wishes to survey its customers on their buying preferences. They take a list of their credit card holders and select every 10th name for their sample.
3. A motorcycle manufacturer wants to research consumer characteristics. They send 100 surveys to each of its dealers, and the dealers ask their customers if they are interested in completing the survey.
4. A national restaurant chain is considering introducing a series of new items on its menu. To research how well customers will receive the new menu, it selects key successful restaurant locations in its largest markets and introduces the new products, and collects sales information from these restaurant locations.

5. A toy manufacturer is interested in researching potential customers' preferences for its products, and is especially interested in identifying differences in preferences among people of different races and ethnicities. The researcher therefore surveys at least 100 customers that identify themselves in one of each of four race/ethnicities: white/Caucasian, African American, Asian, Latino(a)/Hispanic.

6. The same toy manufacturer instead identifies what percentage of the U.S. population identifies themselves in each of the four ethnicities, white/Caucasian, African American, Asian, Latino(a)/Hispanic, then draws a sample of potential customers with exactly the same percentages in each race/ethnicity.

7. A consumer health advocacy group that raises awareness on the dangers associated with getting children vaccinated conducts a survey on its website concerning whether or not parents had children vaccinated, and what illnesses and/or disabilities the children suffered.

8. Your BUS 230 project.