*This version has NO Spaces, in case you prefer printing less and using a notebook to write down the problems. *

Problem # 1.1- For each of the following, indicate the scale of measurement that best describes the information.

A. In 2008, Dell Corporation had approximately 78,000 employees.
   Source: Fortune, May 4, 2009, p.F-48
B. USA Today reports that the previous day's highest temperature in the United States was 105 degrees in Death Valley, California. Source: USA Today, June 19, 2009, p.12A
C. An individual respondent answers "yes" when asked if TV contributes to violence in Canada.
D. In a comparison test of family sedans, a magazine rates the Toyota Camry higher than the VW Passat.

Problem # 1.2 –Cola-wars is the popular term for the intense competition between Coca-Cola and Pepsi displayed in their marketing campaigns. Their campaigns have featured movie and television stars, rock videos, athletic endorsements, and claims of consumer preference based on taste tests. Suppose, as part of a Pepsi marketing campaign, 1000 cola consumers are given a blind taste test (i.e., a taste test in which the two brands are disguised). Each consumer is asked to state a preference for brand A or brand B.

a. Describe the population
b. Describe the variable of interest
c. Describe the sample
d. Describe the inference

Problem # 1.3-According to The State of the News Media, 2006, the average age of viewers of " ABC World News Tonight" is 59 years. Suppose a rival network executive hypothesizes that the average age of ABC news viewers is less than 59. To test her hypothesis, she samples 500 ABC nightly news viewers and determines the age of each.

At Home Problems,

We did not attempt this problem in class. These will be for you to do at home. They are very similar to the ones we do.

a. Describe the population.
b. Describe the variable of interest.
c. Describe the sample.
d. Describe the inference.

Problem # 1.4-In studying the performance of the company's stock investments over the past year, the research manager of a mutual fund company find that only 43% of the stocks returned more than the rate that had been expected at the beginning of the year.

a. Could this information be viewed as representing the nominal scale of measurement? If so, explain your reasoning. If not, why not?
b. Could this information be viewed as representing the ratio scale of measurement? If so, explain your reasoning. If not, why not?

Email Notifications:

The weakness of Moodle is that you will be bombarded with emails every time someone writes on the forum.

Here is a suggestion:
Create a separate email for this course that way you can keep record of the messages and you will not be bothered.

All information is under " Moodle: Editing your profile [...]" PDF.

Note: Announcements is where I post important information, even though you unsubscribe, do make sure to check this forum often.

Discussion forum:

The forum is extremely useful, as you will be helping each other in this "chat room". There is a TA who will be answering your questions.

Note: Please be respectful and use appropriate language.

Welcome to COMM 215 - Business Statistics

📄 Calendar of COMM215 Activities

Please find the calendar of COMM215 Activities including tutorials, offic examinations.

💬 Discussion Forum

💬 Announcements

Understanding the Basics: Suggested Problems from the Book.
In **Bold** are the Suggested Problems, in Green are the problems on Connect and the book.

1.1	1.1 Data							
1.2	1.2 Data Sources, Data Warehousing, and Big Data	**1.01**	**1.02**	**1.03**	**1.04**	**1.05**	1.06	1.07	1.08
1.3	1.3 Populations, Samples, and Traditional Statistics							
1.4	1.4 Random Sampling, Three Case Studies that Illustrate Statistical Inference, and Statistical Modeling	**1.09**	**1.10**	**1.11**	**1.12**	**1.13**	**1.14**	**1.15**	**1.16**
1.5	1.5 Business Analytics and Data Mining	**1.17**	**1.18**	**1.19**	**1.20**			
1.6	1.6 Ratio, Interval, Ordinal, and Nominative Scales of Measurement	**1.21**	**1.22**	1.23	1.24			
1.7	1.7 Stratified Random, Cluster, and Systematic Sampling	**1.25**	**1.26**	1.27	1.28	1.29		
1.8	1.8 More about Surveys and Errors in Survey Sampling	**1.30**	**1.31**	1.32				
	Supplementary	1.33	1.34					

This statistical workbook is compiled from the following books:

- Bruce L. Bowerman, Richard T. O'Connell Julie Aitken Schermer and James Adcock, *Business Statistics in Practice*, Second Canadian Edition, McGraw-Hill Ryerson
- McClave, J. T., Benson, G. P., & Sinich, T. (2008). *Statistics for Business and Economics.* New Jersey: Prentice Hall.
- Bowerman, B. L., O'Connell, R. T., Murphree, E., Huchendorf, S. C., & Porter, D. C. (2003). *Business statistics in practice*(pp. 728-730). New York: McGraw-Hill/Irwin.