

MKTG470 – Second Exam Review

This exam will be a combination of essay type questions, problem solving, and SPSS analyses. Be prepared for the following*:

1. Determine the BEST statistical test for a series of research questions (scenarios).
2. Perform a number of hypothesis tests, including chi square, t test, ANOVA, and regression.
3. Compute and interpret Pearson correlation coefficient, chi square, t, and F statistics (by hand and via SPSS output).
4. Interpret and make recommendations based on statistical findings. You must be able to read and interpret SPSS computer output!
5. Be able to complete an incomplete ANOVA table: i.e., I will leave some things blank and you must be able to compute those missing values.
6. Experimental design – know all that we discussed in class.
7. Make specific/detailed recommendations regarding statistical analyses for a scenario. That is, I will place you in a situation and you must tell your boss what needs to be done and WHY.

* Other “mystery” items may also be tested, so be prepared!