

## **MKTG470 – Final Exam Review**

This exam will be a combination of essay type questions, problem solving, and SPSS analyses. The exam is comprehensive, but is weighted more heavily towards the second half of the semester (i.e., more from Exam 2 than Exam 1). Be prepared for the following\*:

1. Determine the BEST statistical test for a series of research scenarios.
  2. Interpret a number of hypothesis tests, including chi square, t test, ANOVA, and regression.
  3. Compute and interpret t and F statistics (using a SPSS data set). You will need to run SPSS.
  4. Interpret and make recommendations based on statistical findings. You must be able to read and interpret SPSS computer output!
  5. Know the meaning of important course concepts (e.g., internal validity, sources of error, etc., etc., etc.).
  6. Experimental design – know all that we discussed in class.
  7. Make specific/detailed recommendations to management based on statistical analyses.
- \* Other “mystery” items may also be tested, so be prepared!