MATH 533 WEEK 1 QUIZ

Classify each of the following as nominal, ordinal, interval, or ratio data.

a. The ranking of a company in the *Fortune* 500. - ORDINAL

b. The number of tickets sold at a movie theater on any given night. - RATIO

c. The identification number on a questionnaire. - NOMINAL

d. Per capita income. - [⌄] RATIO

e. The trade balance in dollars. - RATIO

f. Profit/loss in dollars. - RATIO

g. A company's tax identification. - NOMINAL

h. The Standard & Poor's bond ratings of cities based on the scales below:

[⌄] ORDINAL

The activity or the process of collecting the data on the population is called_____.

○ a sample

○ a data set

○ a population

○ a census

A company wants to learn the customers' purchase habits of buying certain products. This company did a survey about a random 1000 customers, who were asked about the times they purchased the certain products within one month. Then what is the data in this example:

○ Times the customers purchased the certain products.

○ Customers' purchase habits.

○ All the records times of purchasing the certain products for all of the 1000 customers.

○ 1000 random customers.

Researchers often wish to know the color preference of consumers and might ask consumers to specify their favorite color, such as red, blue,