

Seminar 5 (Suggested Solution)

1. The question deals with two issues, free-booking service and internet service, and it **does not allow respondents to agree with one and disagree with the other.** The term **“service” is insufficiently specific**, it should be anchored to something, like opening hours, no. of computers, etc.
There is no instruction on how to answer the question.
2. It does not allow respondents to choose answer for **less than one hour.** Some answers are **duplicated**, like 2 and 3 hours.
The **range of choice is too narrow**, it is a possibility that most students select the last choice “more than 4 hours”.
There is no instruction on how to answer the question.

3 a. **How much Coca-Cola do you drink in a week? (give a “x” in the box)**

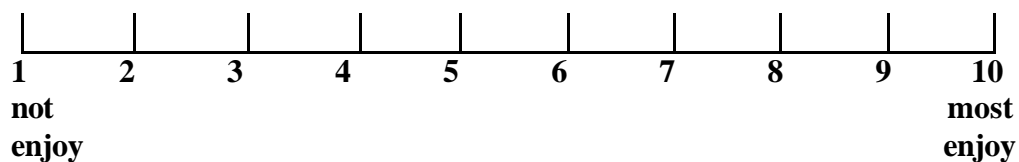
- None
 1 - 5 cans
 6 - 10 cans
 11 - 20 cans
 over 20 cans

note :

- The range of choices should be appropriate, not too wide nor too narrow.
- the choices must be all inclusive (e.g. 1-5, 6-10, over 20 etc. then “0” and “11-20” are missing)
- cannot be overlapped (e.g. 1-5, 5-10, 10-11 etc. “5” can be in group 1 and group 2, which is a wrong design)
- state unit of measurement (e.g. can? bottle? litre? box?)
- usually used for a range of values (e.g. age below 20, 21-30, 31-40, over 40)
- give instruction to fill (e.g. give a “x” in the box)

b. **Do you like sweets?**

On a scale of 1 to 10 rate your enjoyment of sweets (circle the scale).



Note:

- usually for subjective measurement
- easier to compare different people’s opinion (e.g. opinion on the subject “Business Statistics” easy or difficult)
- remember to give instruction to fill (e.g. circle the scale)

- c. **Do you agree with Hong Kong Government policy in education? (give a “ x ” in the box)**

strongly agree
agree
indifference or no opinion
disagree
strong disagree

Note:

- a combined method for both (a) and (b) above
- always give a choice “no opinion” to avoid people be forced to choose a choice

4. Design a simple questionnaire to be used by ABC bank is:

- (i) **Are you an account holder of ABC bank?** (give a “ x ” in the box)

Yes

No (the questionnaire is finished, thank you)

- (ii) **Do you have the ETC card of the bank?** (give a “ x ” in the box)

Yes

No (the questionnaire is finished, thank you)

- (iii) **Normally what would you use to check your account balances?**

(give a “ x ” in the box)

ETC machine

Teller

others, please specify _____

Note:

Identify the right target group first, filter those people, at the beginning, who don't have bank account, or who don't have ETC card can finish the questionnaire.

5. A mailed questionnaire instrument is all too often put aside for a later response and loses the immediate impact achieved from a personal interview or telephone interview (easy to miss the deadline)
6. A personal interview is the most expensive means of obtaining survey response and mailed questionnaire is the cheapest methods. A personal interview involves direct labour costs along with travel costs, the telephone interview involves direct labour costs and dialling costs, while the mailed questionnaire involves printing and mailing costs.
7. Data have to be collected:
- current average pay and estimated new average pay
 - workers attitudes to new scheme
 - pay structures in similar companies
 - inflation rate
 - hours worked and average pay in this industry and overall industrial, etc.