

## Seminar 5

1. Critically evaluate and indicate the weakness(es) of the following question.  
Do you think that the Computer Centre of the Institute provide enough service for Free-Booking and Internet?  
Yes \_\_\_\_\_  
No \_\_\_\_\_
  
2. Critically evaluate and indicate the weakness(es) of the following question.  
How many hour(s), on average, do you make use of the Free-Booking service in a month?
  - a. 1-2 hour(s)
  - b. 2-3 hours
  - c. 3- 4 hours
  - d. more than 4 hours
  
3. Provide choices for interviewees to make them easier to answer the following 3 separate questions, and give instruction(s) to interviewees for indicating their choice.
  - a) How much Coca-Cola do you drink in a week?
  - b) Do you like sweets?
  - c) Do you agree with Hong Kong Government policy in education?

and then compare the methods used for (a), (b) and (c) , and state their different applications.
  
4. Design a simple questionnaire to be used to investigate how many customers of ABC bank use the ETC machine instead of going to counter to check **account balances**. Assuming that you cannot retrieve the internal information from the bank.
  
5. Why might you expect a greater response rate from a survey conducted by personal or telephone interview than from one conducted using a mailed questionnaire instrument?
  
6. Why would you expect a survey conducted by personal or telephone interview to be more costly then one conducted using a mailed questionnaire instrument?
  
7. A large company is considering a re-structure of its pay structures for production workers. What kinds of data might be collected and analysed, other than technical details, to help the management come to a decision?