1. What secondary research sources do you use in your position?  Describe the type of data that you are able to pull from one of these sources and how you use this in your job.

2.  What is data mining?  What application do you see with this technique in your line of work?

3.  What is exploratory research and how does it differ from causal research?

4.  Describe a business situation that you may have faced or can anticipate that would be able to use regression analysis.  How would regression analysis help in that situation?

5.  What does it tell you when you get a correlation between two variables?  How large should the correlation coefficient be before you would be confident that the two variables are indeed related?

6.A survey by *USA Today* investigated the public’s attitude toward the federal deficit. Each sampled citizen was classified as to whether they felt the government should reduce the deficit, increase the deficit, or if they had no opinion. The sample results of the study by gender are reported below.  Is there a significant difference (at .05) between how men and women view the deficit?

|  |  |  |  |
| --- | --- | --- | --- |
| **Gender** | **Reduce the Deficit** | **Increase the Deficit** | **No Opinion** |
| **Female** | 244 | 194 | 68 |
| **Male** | 305 | 114 | 25 |