

Big D Incorporated

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Applied Managerial Decision-Making

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Qualitative Attributes of Outdoor Sporting Goods

- Qualitative attributes can either be nominal or ordinal.
- Ordinal attributes of outdoor sporting goods are;
 - Customer satisfaction.
 - Customer needs.
- Nominal attribute include gender of the customer.

Difference Between Nominal and Ordinal Data

Nominal Data		Ordinal Data	
Nominal data is not quantifiable		Ordinal data can be calculated	
Nominal data cannot be ordered		Numbers are assigned to ordinal variables	
Quantitative value is not associated with nominal data		Quantitative values are linked to ordinal data	

- There is no relationship between nominal data and rating scale.

Quantitative Attributes of Outdoor Sporting Goods

- Quantitative attributes refers information that can be measured.
- Quantitative attributes are measured in numbers.
- Some of the quantitative attributes of outdoor sporting goods include;
 - The number sporting brands in the market.
 - The level of demand.

Difference Between Interval and Ratio Data

Interval Data		Ratio Data	
Interval data has arbitrary zero point		Zero point is absolute/ clear	
Calculation of ratios is not possible		Calculation of ratios is possible with ratio data	
In an interval scale, arithmetic mean can be calculated		Harmonic / geometric mean can be calculated	
Measure meaningful differences and interprets scores		Compares relative magnitudes and differences	

Difference Between a Population and a Sample

Population

- Population refers to the entire group under study.
- Population is a parameter.
- Data is collected through a census.

Sample

- Sample is a subset of a population.
- Sample is a statistic.
- Data is collected by sampling.

Importance of Avoiding Bias when Conducting Research

- Bias should be avoided in research because;
 - It undermines the quality of data collected.
 - Cause deviation from the truth.
 - Misleads and causes false conclusions.

Two possible population examples for this test include community and school sporting teams.

References

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