Chapter 11 Case Clues

Case 11.1 Park Place Psychiatric Hospital

Case Objective

This case will require students to design a complete questionnaire suitable for telephone administration.

Clues to Case Questions

1. *Design a questionnaire suited for a telephone survey of 500 Tucson households to be conducted with the “adult head of the household who is responsible for the family’s health care.”*

   Clue: Be sure to review Tables 11.2 and 11.3, and remember that this is a telephone survey.

2. *Justify your choice of the type of question response format for each question. If you have used the same format for a group of related questions, you may indicate your rationale for the group rather than for each question in the group.*

   Clue: You will need to know what is in Chapter 10, the chapter preceding this one.

3. *Identify the organization aspects of your questionnaire. Indicate the question flow approach you have used and why you used it. Also, identify all screening questions, warm-ups, transition questions, and skip questions that you have used.*

   Clue: Table 11.4 will be a big help here.

Case 11.2 The Steakstop Restaurant: What Is Wrong With These Questions?

Case Objective

Students must identify and correct wording errors in questions on the questionnaire.

Clues to Case Questions

1. *Carefully go over each question and identify what type of error was made. Then, correct the error using “Do’s” and “Do Not’s” for wording questions.*

   Clue: Be absolutely certain to review Table 11.2.
Case 11.3 Integrated Case Advanced Automobile Concepts

Case Objective

Students must design a questionnaire that addresses the objectives of the integrated case.

Clues to Case Questions

Go over the needed integrated case facts and information imparted to you in previous chapters and design an online survey questionnaire for Advanced Automotive Concepts.

Clue: This is the whole enchilada: you need to design the entire questionnaire.