Chapter 10 Case Clues

Case 10.1  Metro Toyota

Case Objective

This case illustrates the differences in the use of a nominal scale versus an interval scale used to measure the same constructs. It also requires students to glean managerial implications from survey findings.

Clues to Case Questions

1. Describe the different ways these findings can be presented in graphical form to the Metro Toyota management group. Which student team has the ability to present its findings more effectively? How and why?

   Clue: A picture says 1000 words, but some pictures say more than others.

2. What are the managerial implications apparent in each team's findings? Identify the implications and recommendations for Metro Toyota as they are evident in each team's findings.

   Clue: Look up what is “importance-performance” analysis.

Case 10.2 Extreme Exposure Rock Climbing Center Faces the Krag

Case Objective

This case requires students to identify constructs in research objectives and to create measurement scales for these constructs.

Clues to Case Questions

1. What is the demographic and rock climbing profile of Extreme Exposure's members?

   Clue: what are demographic and rock climbing characteristics that can be measured
   For the demographics, students should apply the commonly used ones such as: age, education, marital status, income before taxes, dwelling type, and so on.

2. How satisfied are the members with Extreme Exposure's climbing facilities?

   Clue: Check out Table 10.10.
3. How interested are its members in (a) day trips to outdoor rock climbing areas, (b) group overnight and/or extended-stay rock climbing trips to the Canadian Rockies, and (c) a rock climber certification program?

   Clue: Find a measure in Table 10.10 and modify it to measure interest.

4. What are members' opinions of the annual membership fee charged by Extreme Exposure?

   Clue: Find an agreeable scale to use here.

5. Will members consider leaving Extreme Exposure to join a new rock climbing center with climbs that are 10 feet higher than the maximum climb at Extreme Exposure?

   Clue: What are members’ intentions?

6. Will members consider leaving Extreme Exposure to join a new rock climbing center with climbs that are 10 feet higher than the maximum climb at Extreme Exposure and whose annual membership fee is 20 percent lower than Extreme Exposure's?

   Clue: What are members’ intentions?

Case 10.3 Integrated Case Advanced Automobile Concepts.

Case Objective

This case requires students to develop/recommend scales to measure important constructs identified in the integrated case. A reasonable scale is identified for each of the constructs.

Clues to Case Questions

1. Current vehicle ownership (size and type of vehicle)

   Clue: Not make and model

2. Beliefs about global warming and the effects of the use of gasoline on global warming

   Clue: Use an agreeable scale.

3. Beliefs about gasoline price levels and trends

   Clue: Use an agreeable scale.

4. Opinions as to the impact of alternative-fuel automobiles (such as hybrids, synthetic fuels, electric, etc.) on global warming
Clue: Use an agreeable scale.

5. Intentions to buy an alternative-fuel automobile

Clue: Use a likely scale.

6. Preferences for various sizes of alternative-fuel automobiles (such as mini, economy 2-door, economy 4-door, standard)

Clue: Preference is a type of desire.

7. Preferred television show type (e.g., drama, mini-series, sports), magazine type (e.g., business and finance, family living, travel), radio music genre (e.g., rock, jazz, easy listening), and newspaper section (e.g., local news, sports, editorial).

Clue: Keep it generic.