

Week 2: Week 2 - W2 Assignment 2

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Assignment 2: Designing a Survey

Surveys are widely used to collect data about customer preferences; they include a variety of questions. In this assignment, two situations have been mentioned. On the basis of these situations, you will complete the required tasks.

Part I

A company's cereal is not selling well. Create a 10–15-question survey that measures customers' preferences for the company's cereal product. Later, answer the following questions:

- How many scale items will you put in the survey? Justify your answer.
- Will you use multiple-choice questions? Why or why not?
- How many scale items will you use in the survey?
- Why did you select that number of scale items?
- How many scale points will you use in the survey? Justify your answer.
- What data type will be used in the survey? Justify your answer.

Submit your answers in a two- to three-page Word document.

Submit it to the **W2: Assignment 2 Dropbox** by the end of **Week 2, Day 6**.

Name your document **SUO_BUS3059_W2_A2_Part1_LastName_FirstInitial.doc**.

On a separate page, cite all sources using the APA guidelines.

Part II

As a second part of this assignment, create a set of survey questions, assuming that you sell cars. You are attempting to measure how customers perceive the quality of the cars that you sell.

- Create three survey questions with simple category scales. Justify why you selected those questions and scales.
- Create three survey questions with multiple-choice, single-response scales. Justify why you selected those questions and scales.
- Create three survey questions with multiple-choice, multiple-response scales. Justify why you selected those questions and scales.

- Create three survey questions with Likert scale summated ratings. Justify why you selected those questions and scales.

Submit your answers in a two- to three-page Word document.

Submit it to the **W2: Assignment 2 Dropbox** by the end of **Week 2, Day 6**.

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On a separate page, cite all sources using the APA guidelines.

Assignment 2 Grading Criteria

Maximum Points

Created a 10–15-question survey that measures customers' preferences for the company's cereal product.	10
Analyzed and justified the number of scale items you will put in the survey.	5
Analyzed and explained whether or not you will use multiple-choice questions.	5
Analyzed and justified the number of multiple-choice questions you will use in the survey.	5
Created three survey questions with simple category scales. Justified why you selected those questions and scales.	5
Created three survey questions with multiple-choice, single-response scales. Justified why you selected those questions and scales.	5
Created three survey questions with multiple-choice, multiple-response scales. Justified why you selected those questions and scales.	5
Created three survey questions with Likert scale summated ratings. Justified why you selected those questions and scales.	5
Used correct spelling, grammar, and professional vocabulary. Cited all sources using the APA guidelines.	5
Total	50