

Exhibit 12.16**Qualkote Descriptive Statistics**

Descriptive Statistics			
	Mean	Std. Deviation	N
A36 -- Product Quality Program has Improved Customer Satisfaction	4.81	.953	57
A10 -- Data from Variety of Sources Used in Planning	5.00	1.414	57
A12 -- Customers Involved in Product Quality Planning	3.60	1.334	57
A17 -- Customer Data Used in Planning	2.28	1.176	57
A23 -- Systematic Process to Translate Customer Requirements into Products	4.53	1.104	57
A31 -- Systematic Process to Determine Customer Requirements	2.89	.838	57

Hands-On Exercise

1. Will the results of this regression model be useful to the Qualkote plant manager? If yes, how?
2. Which independent variables are helpful in predicting A36–Customer Satisfaction?
3. How would the manager interpret the mean values for the variables reported in Exhibit 12.16?
4. What other regression models might be examined with the questions from this survey?