



Part II

1. Table below contains the sales data for the soft drink. Each flavor was assigned to five localities for test marketing, and the number of cases sold per 1,000 population during the study period was recorded for each locality.

- (a). Please test whether or not color of the drink affects mean sales. (7 points)
- (b). Explain a 90 percent confidence interval that mean sales for the colorless version. (8 points)
- (c). Using confidence interval to compare the difference effects of green and pink colors. (10 points)

observation	Treatment			
	1 Colorless	2 Pink	3 Orange	4 Green
1	26.5	31.2	27.9	30.8
2	28.7	28.3	25.1	29.6
3	25.1	30.8	28.5	32.4
4	29.1	27.9	24.2	31.7
5	27.2	29.6	26.5	32.8

( $F(0.95, 2, 15)=3.68$      $F(0.95, 3, 15)=3.29$      $F(0.95, 2, 16)=3.63$      $F(0.95, 3, 16)=3.24$   
 $F(0.95, 4, 15)=3.06$      $F(0.95, 4, 16)=3.01$      $t(0.95, 15)=1.753$      $t(0.95, 16)=1.746$ )

2. A business researcher studied the impact of information on credit decisions. Forty volunteer credit managers were grouped into 20 pairs, each pair having similar backgrounds with respect to business experience, education, and so on. Two case descriptions were prepared of a hypothetical business that is requesting trade credit. The first one provided limited information about the business. The second case description provided detailed information, including financial and operating data for the past several years. In each pair, a random number was used to decide which manager received description 1 and which one received description 2. Each manager then studied the description and determined the maximum amount of credit he or she would extend to the business.

The sample results are presented as below:

- (a). please estimate the median of the population of differences with a 95 percent confidence interval. (7 points)
- (b). Please test whether or not the median difference in credit extended with limited and detailed information is zero. (8 points)
- (c). Assuming that the population of difference is symmetrical, how to use more powerful test to validate the difference. (10 points)



Pair of Managers		1	2	3	4	5	6	7	8	9	10
Credit Amount (\$000)	Limited Information	85	50	85	70	30	75	67	60	60	85
	Detailed Information	90	60	113	100	45	99	86	85	85	87

Pair of Managers		11	12	13	14	15	16	17	18	19	20
Credit Amount (\$000)	Limited Information	70	85	70	77	70	50	55	75	81	20
	Detailed Information	50	90	93	115	62	85	72	125	103	60

( $Z(0.95)=1.645$      $Z(0.975)=1.96$ )