

Advanced Organizational Management – Chapter 5 Key Words

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| 1. Correlation | 7. Market analysis | 12. Mode |
| 2. Data | 8. Mean | 13. Nominal scale |
| 3. Data set | 9. Median | 14. Objective data |
| 4. Interjudge reliability | 10. Measures of central tendency | 15. Ordinal scale |
| 5. Interval scale | 11. Measures of variability | 16. Probability |
| 6. Job analysis | | 17. Range |

- _____ Checking observational data by having more than one trained observer collect observations.
- _____ Detailed study to determine the exact nature of the work, the quantity and quality of output that is expected, organizational aspects of the job and necessary personal qualities to cope with emergencies.
- _____ Gathering, recording and analyzing data about marketing problems toward the goal of providing information useful in marketing decision making.
- _____ Groups of similar data
- _____ In a set of data, the difference between the highest and the lowest pieces of data.
- _____ Includes factors such as the number of events; measures of time and money; and descriptive qualities like color, size and shape.
- _____ Information that has been gathered.
- _____ Measures that show the extent to which production varies from one day to another.
- _____ Measures that show the mean, median and mode respectively.
- _____ Measures the differences between data.
- _____ Puts each piece of information into a category or class.
- _____ Shows the extent to which the change in one factor relates to the change in another factor.
- _____ The average, determined by totaling all the data then dividing by the number of pieces of data.
- _____ The likelihood or chance of a certain event occurring.
- _____ The middle score in a set of scores of middle data in a set of data
- _____ The most common score; often near the middle.
- _____ Uses a single dimension like “most to least sales” to rank the data on the scales.