

## DSC 410/510 – Multivariate Statistical Methods

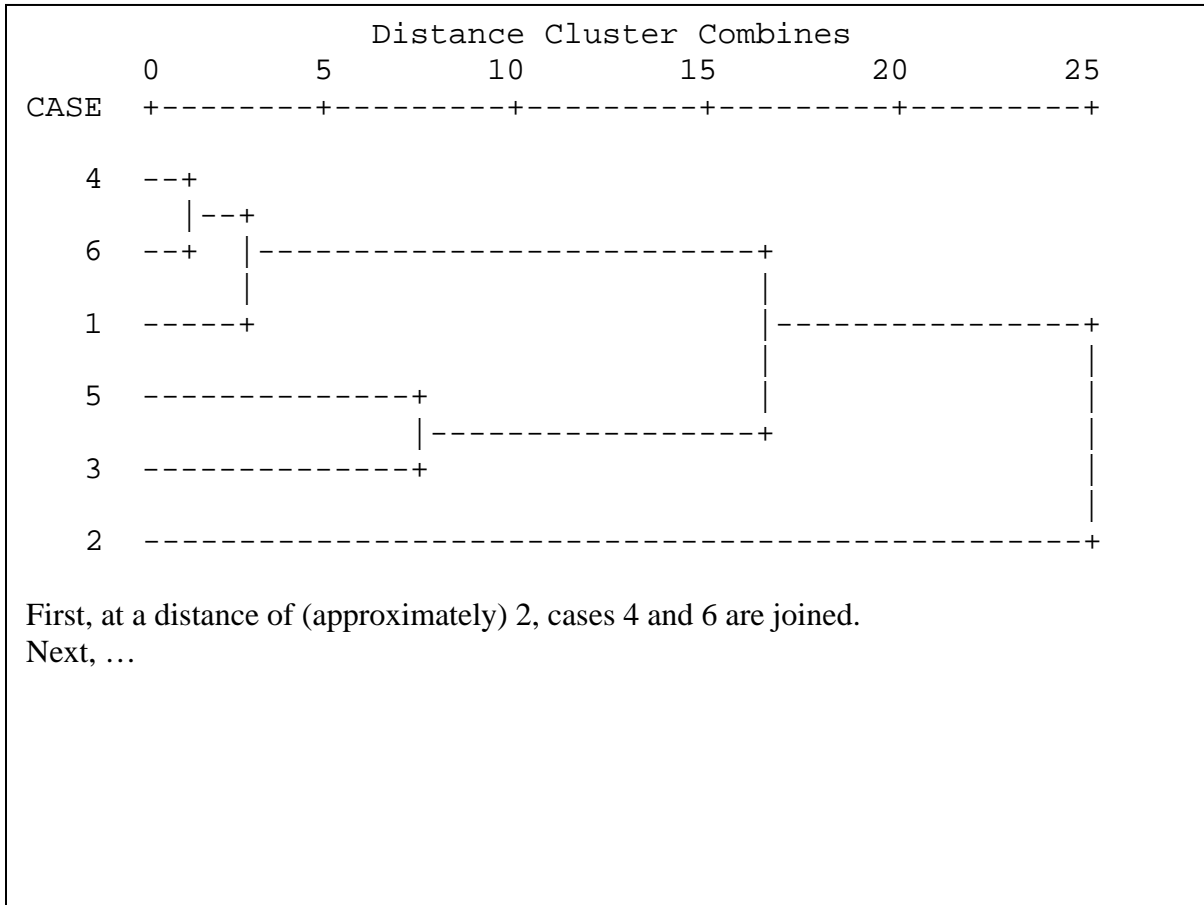
### Final Exam Practice Questions

- 1) Briefly describe why factors and levels should be *communicable* and *actionable* in a conjoint analysis.

- 2) Explain how a conjoint analysis enables prediction of a respondent's utility for every combination of factors and levels, even though respondents usually only evaluate a subset.

- 3) Describe how to use the “agglomeration coefficient” to decide the number of clusters in a hierarchical cluster analysis.

- 4) Interpret the following dendrogram that results from a cluster analysis of 6 cases. (The interpretation has been started for you.)



- 5) Say whether the following statements are true or false:

- It is not possible to gauge the relevance of a variable in a cluster analysis.
- Data should always be standardized before starting a cluster analysis.
- Hierarchical cluster analysis always gives superior results to nonhierarchical cluster analysis.
- Nonhierarchical cluster analysis requires the number of clusters to be specified initially.

- True or False (circle the correct response)
- True or False
- True or False
- True or False