Types of questions

Different ways of asking questions:

1. Yes/No -→ out put: percentage

   Example: *Is the Mercedes-Benz the best car?*   *Yes* ☐   *No* ☐

2. Closed set -→ output: percentage

   Example: *What car is the safest? _ _ _ _ _*

3. Rating scale -→ output: frequency tables

   Example: *How often do you drive upcountry?*

   frequently ☐   *seldom* ☐   *rarely* ☐   *never* ☐

4. Ranking -→ output: scale of ranking

   Example: *Rank the follow cars in order of costs*

   Mitsubishi   *Volvo*   *Audi*   *BMW*   *Rolls-Royce*
   ☐   ☐   ☐   ☐   ☐

5. Open set question → output: frequency

   Example: *In your opinion, what factors influence new car sales?*

   1 _ _ _ _ _   *2 _ _ _ _ _*

6. Multiple choice → output: frequency/ percentage

   Example: *What car do you think has the best design?*

   Alfa-Romeo ☐   *Jaguar* ☐   *Ferrari* ☐

   Porche ☐   *Maserati* ☐