

## Aufgabe 1:

### b) ANOVA

#### ANOVA Table for Mengeneinheit by Werbung

<i>Source</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F-Ratio</i>	<i>P-Value</i>
Between groups	1568,0	1	1568,0	0,18	0,6811
Within groups	143160,	16	8947,53		
Total (Corr.)	144728,	17			

### oder auch Doppelter-t-Test

t test to compare means

Null hypothesis: mean1 = mean2

Alt. hypothesis: mean1 NE mean2

assuming equal variances:  $t = 0,418621$  P-value = 0,681058

Do not reject the null hypothesis for  $\alpha = 0,05$ .

### d)

#### Analysis of Variance for Mengeneinheit - Type I Sums of Squares

<i>Source</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F-Ratio</i>	<i>P-Value</i>
MAIN EFFECTS					
A:Preispolitik	74989,8	2	37494,9	20,77	0,0001
B:Werbung	1568,0	1	1568,0	0,87	0,3697
INTERACTIONS					
AB	46505,3	2	23252,7	12,88	0,0010
RESIDUAL	21665,3	12	1805,44		
TOTAL (CORRECTED)	144728,	17			

All F-ratios are based on the residual mean square error.