Chapter 01

Research in Business

**Multiple Choice Questions**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. | Which of the following is an example of a business decision maker?      |  |  | | --- | --- | | A. | Politician's election consultant |  |  |  | | --- | --- | | B. | Church pastor |  |  |  | | --- | --- | | C. | Manager of a non-profit program |  |  |  | | --- | --- | | D. | Business manager of a consumer goods product |  |  |  | | --- | --- | | E. | All of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. | The acronym, RFP, stands for \_\_\_\_\_ and refers to the document used to invite research firms to propose ideas for addressing the research needs of the organization.      |  |  | | --- | --- | | A. | request for proposal |  |  |  | | --- | --- | | B. | recency frequency population |  |  |  | | --- | --- | | C. | research firm proposal |  |  |  | | --- | --- | | D. | recognition of problem |  |  |  | | --- | --- | | E. | recently formed protocols | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. | The problem or opportunity that requires a business decision on the part of the decision maker is called a \_\_\_\_\_.      |  |  | | --- | --- | | A. | management dilemma |  |  |  | | --- | --- | | B. | research problem |  |  |  | | --- | --- | | C. | challenge |  |  |  | | --- | --- | | D. | measurement approach |  |  |  | | --- | --- | | E. | return on business investment | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. | Northwest Airlines applied mathematical models to determine which customers in its database were currently responsible for most of its profitability and which customers were not currently profitable but had similar characteristics to the most profitable customers. Northwest Airlines utilized \_\_\_\_\_ to identify these customers.      |  |  | | --- | --- | | A. | computer programming |  |  |  | | --- | --- | | B. | data warehousing |  |  |  | | --- | --- | | C. | customer relationships management |  |  |  | | --- | --- | | D. | data mining |  |  |  | | --- | --- | | E. | intervention | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. | The main purpose of a(n) \_\_\_\_\_ is to share company information and computing resources among internal audiences.      |  |  | | --- | --- | | A. | decision support system |  |  |  | | --- | --- | | B. | intranet |  |  |  | | --- | --- | | C. | extranet |  |  |  | | --- | --- | | D. | internet |  |  |  | | --- | --- | | E. | data warehouse | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. | A private network that uses Internet protocols and the public telecommunication system to share an organization's information, data, or operations with its external suppliers, vendors, or customers is called a(n) \_\_\_\_\_.      |  |  | | --- | --- | | A. | decision support system |  |  |  | | --- | --- | | B. | intranet |  |  |  | | --- | --- | | C. | extranet |  |  |  | | --- | --- | | D. | internet |  |  |  | | --- | --- | | E. | data warehouse | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. | The question, "Should we do business research?" is often stimulated by data from a(n) \_\_\_\_\_.      |  |  | | --- | --- | | A. | data warehouse |  |  |  | | --- | --- | | B. | intelligence system |  |  |  | | --- | --- | | C. | decision support system |  |  |  | | --- | --- | | D. | intranet |  |  |  | | --- | --- | | E. | both b and c | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. | Which of the following is NOT a possible source of business intelligence?      |  |  | | --- | --- | | A. | Competitor web sites |  |  |  | | --- | --- | | B. | Government reports |  |  |  | | --- | --- | | C. | Business research reports |  |  |  | | --- | --- | | D. | Clipping services |  |  |  | | --- | --- | | E. | All of the above are possible sources | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. | Recordings of public proceedings, speeches by elected officials, and information on agency web sites are all examples of business intelligence available from \_\_\_\_\_ sources.      |  |  | | --- | --- | | A. | competitive |  |  |  | | --- | --- | | B. | cultural |  |  |  | | --- | --- | | C. | government |  |  |  | | --- | --- | | D. | demographic |  |  |  | | --- | --- | | E. | technological | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. | Intuitive decision makers tend to base business decisions on \_\_\_\_\_.      |  |  | | --- | --- | | A. | business research |  |  |  | | --- | --- | | B. | secondary data |  |  |  | | --- | --- | | C. | primary data |  |  |  | | --- | --- | | D. | proprietary research |  |  |  | | --- | --- | | E. | all of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. | Visionary decision makers tend to base business decisions on \_\_\_\_\_.      |  |  | | --- | --- | | A. | proprietary business research |  |  |  | | --- | --- | | B. | instinct |  |  |  | | --- | --- | | C. | secondary data |  |  |  | | --- | --- | | D. | past experience |  |  |  | | --- | --- | | E. | all of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. | Which tier in the hierarchy of business decision makers sees research as the fundamental first step in any business venture?      |  |  | | --- | --- | | A. | Intuitive Decision Makers (Base tier) |  |  |  | | --- | --- | | B. | Standardized Decision Makers (Middle tier) |  |  |  | | --- | --- | | C. | Visionary Decision Makers (Top tier) |  |  |  | | --- | --- | | D. | All of the above |  |  |  | | --- | --- | | E. | None of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. | Some organizations make decisions based on past experience, instincts, or secondary data searches. These organizations are operating at the \_\_\_\_\_ tier of the hierarchy of business decision makers.      |  |  | | --- | --- | | A. | Visionary Decision Makers (top tier) |  |  |  | | --- | --- | | B. | Standardized Decision Makers (middle tier) |  |  |  | | --- | --- | | C. | Intuitive Decision Makers (base tier) |  |  |  | | --- | --- | | D. | Pinnacle Decision Makers (fourth tier) |  |  |  | | --- | --- | | E. | Information Decision Makers (fifth tier) | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. | Business research may be considered unnecessary when \_\_\_\_\_.      |  |  | | --- | --- | | A. | management has insufficient resources to conduct an appropriate study |  |  |  | | --- | --- | | B. | the risk associated with the decision at hand is low |  |  |  | | --- | --- | | C. | the information is applicable to the critical decision |  |  |  | | --- | --- | | D. | both a and b |  |  |  | | --- | --- | | E. | both a and c | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. | What type of research do trade associations generally conduct?      |  |  | | --- | --- | | A. | Basic research |  |  |  | | --- | --- | | B. | Practical research |  |  |  | | --- | --- | | C. | Applied research |  |  |  | | --- | --- | | D. | Ad hoc research |  |  |  | | --- | --- | | E. | All of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. | Which of the following is NOT a required characteristic of good research?      |  |  | | --- | --- | | A. | Clearly defined purpose |  |  |  | | --- | --- | | B. | Detailed research process |  |  |  | | --- | --- | | C. | Focused on theory |  |  |  | | --- | --- | | D. | Thorough research design |  |  |  | | --- | --- | | E. | Recognition of limitations | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. | Good research follows the standards of the \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | American Manufacturers Association |  |  |  | | --- | --- | | B. | scientific method |  |  |  | | --- | --- | | C. | scientific management |  |  |  | | --- | --- | | D. | American Association of Public Opinion Research |  |  |  | | --- | --- | | E. | FTC | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. | Which term refers to procedures for generating replicable research that are systematic and empirically-based?      |  |  | | --- | --- | | A. | Scientific management |  |  |  | | --- | --- | | B. | Total quality management |  |  |  | | --- | --- | | C. | Scientific method |  |  |  | | --- | --- | | D. | Theoretical research |  |  |  | | --- | --- | | E. | Applied research | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. | For the limitations of a study to be revealed appropriately, the researcher should \_\_\_\_\_.      |  |  | | --- | --- | | A. | compare the desired procedure with the actual procedure |  |  |  | | --- | --- | | B. | compare the desired sample with the actual sample |  |  |  | | --- | --- | | C. | ensure that the recommendations do not exceed the scope of the study |  |  |  | | --- | --- | | D. | address the time restraints imposed on the study |  |  |  | | --- | --- | | E. | both A and B | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. | Which characteristic of good research involves distinguishing between the organization's symptoms, its problems, the manager's perception of the problems, and the research problem?      |  |  | | --- | --- | | A. | Clearly defined purpose |  |  |  | | --- | --- | | B. | Detailed research process |  |  |  | | --- | --- | | C. | Thorough research design |  |  |  | | --- | --- | | D. | High ethical standards |  |  |  | | --- | --- | | E. | Justifiable conclusions | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. | Which of the following is NOT included in the statement of the decision problem?      |  |  | | --- | --- | | A. | Scope |  |  |  | | --- | --- | | B. | Limitations |  |  |  | | --- | --- | | C. | Precise meaning of all terms |  |  |  | | --- | --- | | D. | Desired procedures |  |  |  | | --- | --- | | E. | Organizational symptoms | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. | The procedures used in the research are specified in the \_\_\_\_\_ section of a research report.      |  |  | | --- | --- | | A. | problem statement |  |  |  | | --- | --- | | B. | research design |  |  |  | | --- | --- | | C. | limitations |  |  |  | | --- | --- | | D. | findings |  |  |  | | --- | --- | | E. | conclusions | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. | Researchers have the ethical responsibility to guard the welfare of \_\_\_\_\_.      |  |  | | --- | --- | | A. | research participants |  |  |  | | --- | --- | | B. | clients |  |  |  | | --- | --- | | C. | colleagues |  |  |  | | --- | --- | | D. | organizations to which they belong |  |  |  | | --- | --- | | E. | all of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. | Which of the following considerations is not a potential ethical dilemma for a researcher?      |  |  | | --- | --- | | A. | Psychological harm to respondents |  |  |  | | --- | --- | | B. | Physical harm to respondents |  |  |  | | --- | --- | | C. | Omission of significant procedural details in the research process |  |  |  | | --- | --- | | D. | Invasion of privacy |  |  |  | | --- | --- | | E. | Exploitation of respondents | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. | The goal of the research design is to maximize the \_\_\_\_\_ of the results.      |  |  | | --- | --- | | A. | objectivity |  |  |  | | --- | --- | | B. | subjectivity |  |  |  | | --- | --- | | C. | profitability |  |  |  | | --- | --- | | D. | morality |  |  |  | | --- | --- | | E. | reportability | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. | Are any of the following NOT a good reason for managers to be well grounded in basic research?      |  |  | | --- | --- | | A. | Do research for themselves. |  |  |  | | --- | --- | | B. | Make competent decisions on whether to make or 'buy' research from researchers outside the firm. |  |  |  | | --- | --- | | C. | Define their own needs and form researchable questions for the specialist. |  |  |  | | --- | --- | | D. | Judge the logic of a research approach. |  |  |  | | --- | --- | | E. | All are good reasons. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. | Which of the following types of research is conducted to evaluate specific courses of action or forecast current or future values?      |  |  | | --- | --- | | A. | Reporting studies |  |  |  | | --- | --- | | B. | Explanation studies |  |  |  | | --- | --- | | C. | Description studies |  |  |  | | --- | --- | | D. | Prediction studies |  |  |  | | --- | --- | | E. | Observation studies | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. | Which of the following is NOT an example of research?      |  |  | | --- | --- | | A. | An experiment in product taste preferences. |  |  |  | | --- | --- | | B. | A statistical analysis of errors in the recording of inventories. |  |  |  | | --- | --- | | C. | A test of cognitive dissonance theory and major investment decisions. |  |  |  | | --- | --- | | D. | A simulation of the information flows in an organization. |  |  |  | | --- | --- | | E. | A decision to change the firm's method of accounting. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. | Applied research:      |  |  | | --- | --- | | A. | Has little direct impact on policy decisions. |  |  |  | | --- | --- | | B. | Is problem directed but not decision directed. |  |  |  | | --- | --- | | C. | Is problem directed and closely related to policy or action needs. |  |  |  | | --- | --- | | D. | Calls for a hypothesis to initiate the research. |  |  |  | | --- | --- | | E. | Is usually conducted in the laboratory. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. | Data was analyzed and it showed that: a salesperson's performance is directly and positively related to the salesperson's level of education. This is an example of what type of research?      |  |  | | --- | --- | | A. | Descriptive |  |  |  | | --- | --- | | B. | Reporting |  |  |  | | --- | --- | | C. | Predictive |  |  |  | | --- | --- | | D. | Explanatory |  |  |  | | --- | --- | | E. | Experimental | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. | A predictive study showed that a company would gain a 10% market share if it reduced its product price by $5. The study assumed competitors would keep the prices of their products unchanged.      |  |  | | --- | --- | | A. | This study can be used in all situations. |  |  |  | | --- | --- | | B. | The company should reduce its product price by $5. |  |  |  | | --- | --- | | C. | As the company cannot control the price decisions of its competitors so the study is not very useful. |  |  |  | | --- | --- | | D. | A new study focusing on a smaller number of variables is required. |  |  |  | | --- | --- | | E. | Market fluctuations make this study important for prediction. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. | An estimate of next year's market share is an example of what type of research?      |  |  | | --- | --- | | A. | Descriptive |  |  |  | | --- | --- | | B. | Reporting |  |  |  | | --- | --- | | C. | Predictive |  |  |  | | --- | --- | | D. | Explanatory |  |  |  | | --- | --- | | E. | Longitudinal | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. | Which of the following is pure research rather than applied research?      |  |  | | --- | --- | | A. | Sleep duration, as impacting work efficiency. |  |  |  | | --- | --- | | B. | Disruption of cognitive ability under stress. |  |  |  | | --- | --- | | C. | The relationship between leadership traits and corporate success. |  |  |  | | --- | --- | | D. | Work towards the discovery of a possible new element. |  |  |  | | --- | --- | | E. | Comparing brand logos after a change. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. | Research methods courses recognize that students preparing to manage any function need training in a disciplined process for conducting an inquiry of a management dilemma. Which of the following is **NOT** a reason for such training?      |  |  | | --- | --- | | A. | More government intervention. |  |  |  | | --- | --- | | B. | Information overload. |  |  |  | | --- | --- | | C. | Greater computing power and speed. |  |  |  | | --- | --- | | D. | More government cooperation through information sharing. |  |  |  | | --- | --- | | E. | Shifting global centers of economic activity and competition. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. | A business intelligence system (BIS) in conjunction with business research often has the task of:      |  |  | | --- | --- | | A. | Create an platform for surveillance of corporate competitors. |  |  |  | | --- | --- | | B. | Discovering opportunities that influence *strategic* decisions. |  |  |  | | --- | --- | | C. | Generate numerous elements of data organized for retrieval. |  |  |  | | --- | --- | | D. | Relying heavily on those methodologies that proved themselves in the last several decades of the 20th century—surveys and focus groups. |  |  |  | | --- | --- | | E. | None of the above. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. | In the early part of your career, you will likely be asked to perform a number of reporting studies. Many managers consider the execution of such studies:      |  |  | | --- | --- | | A. | An excellent way for new employees to become familiar with their employer and its industry. |  |  |  | | --- | --- | | B. | The least valuable type of research. |  |  |  | | --- | --- | | C. | A way to discover answers to the questions *who,* *what,* *when,* *where,* and sometimes, *how.* |  |  |  | | --- | --- | | D. | The primary means to control a process once we can explain and predict it. |  |  |  | | --- | --- | | E. | Essential to evaluate specific courses of action or forecast current or future values. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. | A goal differs from a strategy in that ...      |  |  | | --- | --- | | A. | A goal is a measurable result and a strategy is a broad course of action. |  |  |  | | --- | --- | | B. | A goal is the outcome of a strategy. |  |  |  | | --- | --- | | C. | A goal details the specific actions of a strategy. |  |  |  | | --- | --- | | D. | A goal is how a strategy is executed. |  |  |  | | --- | --- | | E. | None of the above explains how a goal differs from a strategy. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. | A requirement that researchers think strategically means that ...      |  |  | | --- | --- | | A. | Research insights must be linked to strategic recommendations. |  |  |  | | --- | --- | | B. | Research insights must be linked to tactics that the organization will execute. |  |  |  | | --- | --- | | C. | Research insights must be linked to organizational opportunities. |  |  |  | | --- | --- | | D. | A and C above |  |  |  | | --- | --- | | E. | None of the above. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. | Following a customer's click-through patterns when they access the internet is an example of \_\_\_\_\_\_\_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | B and C above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. | Recording data from a candidate's job interview is an example of \_\_\_\_\_\_\_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. | Following Twitter posts during a trial to assess public opinion is an example of \_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. | Tracking warehouse and shipping manifests is an example of \_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 43. | The definition of business research excludes which of the following:      |  |  | | --- | --- | | A. | Systematic inquiry. |  |  |  | | --- | --- | | B. | Developing a plan to acquire information. |  |  |  | | --- | --- | | C. | Guiding management decision making. |  |  |  | | --- | --- | | D. | Process for disseminating insights. |  |  |  | | --- | --- | | E. | Implementing recommendations. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 44. | Research has been increasing in business decision making because:      |  |  | | --- | --- | | A. | Management decisions are easier. |  |  |  | | --- | --- | | B. | Technology is less accessible. |  |  |  | | --- | --- | | C. | ROI measures have never been more important. |  |  |  | | --- | --- | | D. | Managers are well schooled in business analytics |  |  |  | | --- | --- | | E. | None of the above. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 45. | **Control** in business research is the ability of the researcher to ...      |  |  | | --- | --- | | A. | Explain the outcome of a research study. |  |  |  | | --- | --- | | B. | Control question order in a descriptive study. |  |  |  | | --- | --- | | C. | Replicate a scenario and dictate a particular outcome. |  |  |  | | --- | --- | | D. | Determine the management dilemma. |  |  |  | | --- | --- | | E. | Determine the right sample. | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 46. | A research variable is ...      |  |  | | --- | --- | | A. | A person's attitude |  |  |  | | --- | --- | | B. | A single event |  |  |  | | --- | --- | | C. | A characteristic under study |  |  |  | | --- | --- | | D. | Something that can be described, reported or predicted. |  |  |  | | --- | --- | | E. | All of the above. | |

**Essay Questions**

|  |  |
| --- | --- |
| 47. | The hierarchy of business decision makers categorizes organizations based on how they use business research to make decisions. List and explain the three levels in the hierarchy. |

|  |  |
| --- | --- |
| 48. | Sometimes business research may be unnecessary. Explain when this could occur. |

|  |  |
| --- | --- |
| 49. | What is the difference between applied research and basic research? |

|  |  |
| --- | --- |
| 50. | What characteristics of research are associated with the standards of the scientific method? |

Chapter 01 Research in Business Answer Key

**Multiple Choice Questions**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. | Which of the following is an example of a business decision maker?      |  |  | | --- | --- | | A. | Politician's election consultant |  |  |  | | --- | --- | | B. | Church pastor |  |  |  | | --- | --- | | C. | Manager of a non-profit program |  |  |  | | --- | --- | | D. | Business manager of a consumer goods product |  |  |  | | --- | --- | | **E.** | All of the above | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. | The acronym, RFP, stands for \_\_\_\_\_ and refers to the document used to invite research firms to propose ideas for addressing the research needs of the organization.      |  |  | | --- | --- | | **A.** | request for proposal |  |  |  | | --- | --- | | B. | recency frequency population |  |  |  | | --- | --- | | C. | research firm proposal |  |  |  | | --- | --- | | D. | recognition of problem |  |  |  | | --- | --- | | E. | recently formed protocols | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. | The problem or opportunity that requires a business decision on the part of the decision maker is called a \_\_\_\_\_.      |  |  | | --- | --- | | **A.** | management dilemma |  |  |  | | --- | --- | | B. | research problem |  |  |  | | --- | --- | | C. | challenge |  |  |  | | --- | --- | | D. | measurement approach |  |  |  | | --- | --- | | E. | return on business investment | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. | Northwest Airlines applied mathematical models to determine which customers in its database were currently responsible for most of its profitability and which customers were not currently profitable but had similar characteristics to the most profitable customers. Northwest Airlines utilized \_\_\_\_\_ to identify these customers.      |  |  | | --- | --- | | A. | computer programming |  |  |  | | --- | --- | | B. | data warehousing |  |  |  | | --- | --- | | C. | customer relationships management |  |  |  | | --- | --- | | **D.** | data mining |  |  |  | | --- | --- | | E. | intervention | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. | The main purpose of a(n) \_\_\_\_\_ is to share company information and computing resources among internal audiences.      |  |  | | --- | --- | | **A.** | decision support system |  |  |  | | --- | --- | | B. | intranet |  |  |  | | --- | --- | | C. | extranet |  |  |  | | --- | --- | | D. | internet |  |  |  | | --- | --- | | E. | data warehouse | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. | A private network that uses Internet protocols and the public telecommunication system to share an organization's information, data, or operations with its external suppliers, vendors, or customers is called a(n) \_\_\_\_\_.      |  |  | | --- | --- | | A. | decision support system |  |  |  | | --- | --- | | B. | intranet |  |  |  | | --- | --- | | **C.** | extranet |  |  |  | | --- | --- | | D. | internet |  |  |  | | --- | --- | | E. | data warehouse | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. | The question, "Should we do business research?" is often stimulated by data from a(n) \_\_\_\_\_.      |  |  | | --- | --- | | A. | data warehouse |  |  |  | | --- | --- | | B. | intelligence system |  |  |  | | --- | --- | | C. | decision support system |  |  |  | | --- | --- | | D. | intranet |  |  |  | | --- | --- | | **E.** | both b and c | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. | Which of the following is NOT a possible source of business intelligence?      |  |  | | --- | --- | | A. | Competitor web sites |  |  |  | | --- | --- | | B. | Government reports |  |  |  | | --- | --- | | C. | Business research reports |  |  |  | | --- | --- | | D. | Clipping services |  |  |  | | --- | --- | | **E.** | All of the above are possible sources | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. | Recordings of public proceedings, speeches by elected officials, and information on agency web sites are all examples of business intelligence available from \_\_\_\_\_ sources.      |  |  | | --- | --- | | A. | competitive |  |  |  | | --- | --- | | B. | cultural |  |  |  | | --- | --- | | **C.** | government |  |  |  | | --- | --- | | D. | demographic |  |  |  | | --- | --- | | E. | technological | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. | Intuitive decision makers tend to base business decisions on \_\_\_\_\_.      |  |  | | --- | --- | | A. | business research |  |  |  | | --- | --- | | **B.** | secondary data |  |  |  | | --- | --- | | C. | primary data |  |  |  | | --- | --- | | D. | proprietary research |  |  |  | | --- | --- | | E. | all of the above | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. | Visionary decision makers tend to base business decisions on \_\_\_\_\_.      |  |  | | --- | --- | | **A.** | proprietary business research |  |  |  | | --- | --- | | B. | instinct |  |  |  | | --- | --- | | C. | secondary data |  |  |  | | --- | --- | | D. | past experience |  |  |  | | --- | --- | | E. | all of the above | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. | Which tier in the hierarchy of business decision makers sees research as the fundamental first step in any business venture?      |  |  | | --- | --- | | A. | Intuitive Decision Makers (Base tier) |  |  |  | | --- | --- | | B. | Standardized Decision Makers (Middle tier) |  |  |  | | --- | --- | | **C.** | Visionary Decision Makers (Top tier) |  |  |  | | --- | --- | | D. | All of the above |  |  |  | | --- | --- | | E. | None of the above | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. | Some organizations make decisions based on past experience, instincts, or secondary data searches. These organizations are operating at the \_\_\_\_\_ tier of the hierarchy of business decision makers.      |  |  | | --- | --- | | A. | Visionary Decision Makers (top tier) |  |  |  | | --- | --- | | B. | Standardized Decision Makers (middle tier) |  |  |  | | --- | --- | | **C.** | Intuitive Decision Makers (base tier) |  |  |  | | --- | --- | | D. | Pinnacle Decision Makers (fourth tier) |  |  |  | | --- | --- | | E. | Information Decision Makers (fifth tier) | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. | Business research may be considered unnecessary when \_\_\_\_\_.      |  |  | | --- | --- | | A. | management has insufficient resources to conduct an appropriate study |  |  |  | | --- | --- | | B. | the risk associated with the decision at hand is low |  |  |  | | --- | --- | | C. | the information is applicable to the critical decision |  |  |  | | --- | --- | | **D.** | both a and b |  |  |  | | --- | --- | | E. | both a and c | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. | What type of research do trade associations generally conduct?      |  |  | | --- | --- | | **A.** | Basic research |  |  |  | | --- | --- | | B. | Practical research |  |  |  | | --- | --- | | C. | Applied research |  |  |  | | --- | --- | | D. | Ad hoc research |  |  |  | | --- | --- | | E. | All of the above | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. | Which of the following is NOT a required characteristic of good research?      |  |  | | --- | --- | | A. | Clearly defined purpose |  |  |  | | --- | --- | | B. | Detailed research process |  |  |  | | --- | --- | | **C.** | Focused on theory |  |  |  | | --- | --- | | D. | Thorough research design |  |  |  | | --- | --- | | E. | Recognition of limitations | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. | Good research follows the standards of the \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | American Manufacturers Association |  |  |  | | --- | --- | | **B.** | scientific method |  |  |  | | --- | --- | | C. | scientific management |  |  |  | | --- | --- | | D. | American Association of Public Opinion Research |  |  |  | | --- | --- | | E. | FTC | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. | Which term refers to procedures for generating replicable research that are systematic and empirically-based?      |  |  | | --- | --- | | A. | Scientific management |  |  |  | | --- | --- | | B. | Total quality management |  |  |  | | --- | --- | | **C.** | Scientific method |  |  |  | | --- | --- | | D. | Theoretical research |  |  |  | | --- | --- | | E. | Applied research | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. | For the limitations of a study to be revealed appropriately, the researcher should \_\_\_\_\_.      |  |  | | --- | --- | | A. | compare the desired procedure with the actual procedure |  |  |  | | --- | --- | | B. | compare the desired sample with the actual sample |  |  |  | | --- | --- | | C. | ensure that the recommendations do not exceed the scope of the study |  |  |  | | --- | --- | | D. | address the time restraints imposed on the study |  |  |  | | --- | --- | | **E.** | both A and B | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. | Which characteristic of good research involves distinguishing between the organization's symptoms, its problems, the manager's perception of the problems, and the research problem?      |  |  | | --- | --- | | **A.** | Clearly defined purpose |  |  |  | | --- | --- | | B. | Detailed research process |  |  |  | | --- | --- | | C. | Thorough research design |  |  |  | | --- | --- | | D. | High ethical standards |  |  |  | | --- | --- | | E. | Justifiable conclusions | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. | Which of the following is NOT included in the statement of the decision problem?      |  |  | | --- | --- | | A. | Scope |  |  |  | | --- | --- | | B. | Limitations |  |  |  | | --- | --- | | C. | Precise meaning of all terms |  |  |  | | --- | --- | | **D.** | Desired procedures |  |  |  | | --- | --- | | E. | Organizational symptoms | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. | The procedures used in the research are specified in the \_\_\_\_\_ section of a research report.      |  |  | | --- | --- | | A. | problem statement |  |  |  | | --- | --- | | **B.** | research design |  |  |  | | --- | --- | | C. | limitations |  |  |  | | --- | --- | | D. | findings |  |  |  | | --- | --- | | E. | conclusions | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. | Researchers have the ethical responsibility to guard the welfare of \_\_\_\_\_.      |  |  | | --- | --- | | A. | research participants |  |  |  | | --- | --- | | B. | clients |  |  |  | | --- | --- | | C. | colleagues |  |  |  | | --- | --- | | D. | organizations to which they belong |  |  |  | | --- | --- | | **E.** | all of the above | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. | Which of the following considerations is not a potential ethical dilemma for a researcher?      |  |  | | --- | --- | | A. | Psychological harm to respondents |  |  |  | | --- | --- | | B. | Physical harm to respondents |  |  |  | | --- | --- | | **C.** | Omission of significant procedural details in the research process |  |  |  | | --- | --- | | D. | Invasion of privacy |  |  |  | | --- | --- | | E. | Exploitation of respondents | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. | The goal of the research design is to maximize the \_\_\_\_\_ of the results.      |  |  | | --- | --- | | **A.** | objectivity |  |  |  | | --- | --- | | B. | subjectivity |  |  |  | | --- | --- | | C. | profitability |  |  |  | | --- | --- | | D. | morality |  |  |  | | --- | --- | | E. | reportability | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. | Are any of the following NOT a good reason for managers to be well grounded in basic research?      |  |  | | --- | --- | | A. | Do research for themselves. |  |  |  | | --- | --- | | B. | Make competent decisions on whether to make or 'buy' research from researchers outside the firm. |  |  |  | | --- | --- | | C. | Define their own needs and form researchable questions for the specialist. |  |  |  | | --- | --- | | D. | Judge the logic of a research approach. |  |  |  | | --- | --- | | **E.** | All are good reasons. | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. | Which of the following types of research is conducted to evaluate specific courses of action or forecast current or future values?      |  |  | | --- | --- | | A. | Reporting studies |  |  |  | | --- | --- | | B. | Explanation studies |  |  |  | | --- | --- | | C. | Description studies |  |  |  | | --- | --- | | **D.** | Prediction studies |  |  |  | | --- | --- | | E. | Observation studies | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. | Which of the following is NOT an example of research?      |  |  | | --- | --- | | A. | An experiment in product taste preferences. |  |  |  | | --- | --- | | B. | A statistical analysis of errors in the recording of inventories. |  |  |  | | --- | --- | | C. | A test of cognitive dissonance theory and major investment decisions. |  |  |  | | --- | --- | | D. | A simulation of the information flows in an organization. |  |  |  | | --- | --- | | **E.** | A decision to change the firm's method of accounting. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. | Applied research:      |  |  | | --- | --- | | A. | Has little direct impact on policy decisions. |  |  |  | | --- | --- | | B. | Is problem directed but not decision directed. |  |  |  | | --- | --- | | **C.** | Is problem directed and closely related to policy or action needs. |  |  |  | | --- | --- | | D. | Calls for a hypothesis to initiate the research. |  |  |  | | --- | --- | | E. | Is usually conducted in the laboratory. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. | Data was analyzed and it showed that: a salesperson's performance is directly and positively related to the salesperson's level of education. This is an example of what type of research?      |  |  | | --- | --- | | A. | Descriptive |  |  |  | | --- | --- | | B. | Reporting |  |  |  | | --- | --- | | C. | Predictive |  |  |  | | --- | --- | | **D.** | Explanatory |  |  |  | | --- | --- | | E. | Experimental | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. | A predictive study showed that a company would gain a 10% market share if it reduced its product price by $5. The study assumed competitors would keep the prices of their products unchanged.      |  |  | | --- | --- | | A. | This study can be used in all situations. |  |  |  | | --- | --- | | B. | The company should reduce its product price by $5. |  |  |  | | --- | --- | | **C.** | As the company cannot control the price decisions of its competitors so the study is not very useful. |  |  |  | | --- | --- | | D. | A new study focusing on a smaller number of variables is required. |  |  |  | | --- | --- | | E. | Market fluctuations make this study important for prediction. | |

|  |
| --- |
| *Level: Difficult* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. | An estimate of next year's market share is an example of what type of research?      |  |  | | --- | --- | | A. | Descriptive |  |  |  | | --- | --- | | B. | Reporting |  |  |  | | --- | --- | | **C.** | Predictive |  |  |  | | --- | --- | | D. | Explanatory |  |  |  | | --- | --- | | E. | Longitudinal | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. | Which of the following is pure research rather than applied research?      |  |  | | --- | --- | | A. | Sleep duration, as impacting work efficiency. |  |  |  | | --- | --- | | B. | Disruption of cognitive ability under stress. |  |  |  | | --- | --- | | C. | The relationship between leadership traits and corporate success. |  |  |  | | --- | --- | | **D.** | Work towards the discovery of a possible new element. |  |  |  | | --- | --- | | E. | Comparing brand logos after a change. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. | Research methods courses recognize that students preparing to manage any function need training in a disciplined process for conducting an inquiry of a management dilemma. Which of the following is **NOT** a reason for such training?      |  |  | | --- | --- | | A. | More government intervention. |  |  |  | | --- | --- | | B. | Information overload. |  |  |  | | --- | --- | | C. | Greater computing power and speed. |  |  |  | | --- | --- | | **D.** | More government cooperation through information sharing. |  |  |  | | --- | --- | | E. | Shifting global centers of economic activity and competition. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. | A business intelligence system (BIS) in conjunction with business research often has the task of:      |  |  | | --- | --- | | A. | Create an platform for surveillance of corporate competitors. |  |  |  | | --- | --- | | **B.** | Discovering opportunities that influence *strategic* decisions. |  |  |  | | --- | --- | | C. | Generate numerous elements of data organized for retrieval. |  |  |  | | --- | --- | | D. | Relying heavily on those methodologies that proved themselves in the last several decades of the 20th century—surveys and focus groups. |  |  |  | | --- | --- | | E. | None of the above. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. | In the early part of your career, you will likely be asked to perform a number of reporting studies. Many managers consider the execution of such studies:      |  |  | | --- | --- | | **A.** | An excellent way for new employees to become familiar with their employer and its industry. |  |  |  | | --- | --- | | B. | The least valuable type of research. |  |  |  | | --- | --- | | C. | A way to discover answers to the questions *who,* *what,* *when,* *where,* and sometimes, *how.* |  |  |  | | --- | --- | | D. | The primary means to control a process once we can explain and predict it. |  |  |  | | --- | --- | | E. | Essential to evaluate specific courses of action or forecast current or future values. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. | A goal differs from a strategy in that ...      |  |  | | --- | --- | | **A.** | A goal is a measurable result and a strategy is a broad course of action. |  |  |  | | --- | --- | | B. | A goal is the outcome of a strategy. |  |  |  | | --- | --- | | C. | A goal details the specific actions of a strategy. |  |  |  | | --- | --- | | D. | A goal is how a strategy is executed. |  |  |  | | --- | --- | | E. | None of the above explains how a goal differs from a strategy. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. | A requirement that researchers think strategically means that ...      |  |  | | --- | --- | | A. | Research insights must be linked to strategic recommendations. |  |  |  | | --- | --- | | B. | Research insights must be linked to tactics that the organization will execute. |  |  |  | | --- | --- | | C. | Research insights must be linked to organizational opportunities. |  |  |  | | --- | --- | | **D.** | A and C above |  |  |  | | --- | --- | | E. | None of the above. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. | Following a customer's click-through patterns when they access the internet is an example of \_\_\_\_\_\_\_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | **E.** | B and C above | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. | Recording data from a candidate's job interview is an example of \_\_\_\_\_\_\_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | **C.** | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. | Following Twitter posts during a trial to assess public opinion is an example of \_\_\_\_ data.      |  |  | | --- | --- | | A. | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | **C.** | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. | Tracking warehouse and shipping manifests is an example of \_\_\_\_ data.      |  |  | | --- | --- | | **A.** | Transactional |  |  |  | | --- | --- | | B. | Observational |  |  |  | | --- | --- | | C. | Conversational |  |  |  | | --- | --- | | D. | Internet Analytics |  |  |  | | --- | --- | | E. | None of the above | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 43. | The definition of business research excludes which of the following:      |  |  | | --- | --- | | A. | Systematic inquiry. |  |  |  | | --- | --- | | B. | Developing a plan to acquire information. |  |  |  | | --- | --- | | C. | Guiding management decision making. |  |  |  | | --- | --- | | D. | Process for disseminating insights. |  |  |  | | --- | --- | | **E.** | Implementing recommendations. | |

|  |
| --- |
| *Level: Easy* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 44. | Research has been increasing in business decision making because:      |  |  | | --- | --- | | A. | Management decisions are easier. |  |  |  | | --- | --- | | B. | Technology is less accessible. |  |  |  | | --- | --- | | **C.** | ROI measures have never been more important. |  |  |  | | --- | --- | | D. | Managers are well schooled in business analytics |  |  |  | | --- | --- | | E. | None of the above. | |

|  |
| --- |
| *Level: Difficult* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 45. | **Control** in business research is the ability of the researcher to ...      |  |  | | --- | --- | | A. | Explain the outcome of a research study. |  |  |  | | --- | --- | | B. | Control question order in a descriptive study. |  |  |  | | --- | --- | | **C.** | Replicate a scenario and dictate a particular outcome. |  |  |  | | --- | --- | | D. | Determine the management dilemma. |  |  |  | | --- | --- | | E. | Determine the right sample. | |

|  |
| --- |
| *Level: Moderate* |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 46. | A research variable is ...      |  |  | | --- | --- | | A. | A person's attitude |  |  |  | | --- | --- | | B. | A single event |  |  |  | | --- | --- | | C. | A characteristic under study |  |  |  | | --- | --- | | D. | Something that can be described, reported or predicted. |  |  |  | | --- | --- | | **E.** | All of the above. | |

|  |
| --- |
| *Level: Moderate* |

**Essay Questions**

|  |  |
| --- | --- |
| 47. | The hierarchy of business decision makers categorizes organizations based on how they use business research to make decisions. List and explain the three levels in the hierarchy.     The three levels in the hierarchy are the base tier, the middle tier, and the top tier. Organizations in the base tier are called intuitive decision makers because they use past experience and intuition to make decisions. The middle tier organizations are called standardized decision makers because they base some decisions on business research and others are past experience. The top tier is called the visionaries because they consider research to be the foundation of any good decision. This group may also develop specific proprietary methods of research. |

|  |
| --- |
| *Level: Moderate* |

|  |  |
| --- | --- |
| 48. | Sometimes business research may be unnecessary. Explain when this could occur.     Business research may be unnecessary in several situations. If the value of addressing the problem is less than the cost of the research, research is unnecessary. If the organization suffers from constraints of time, money, or skill, the research may not be appropriate. If the necessary information cannot be collected in a manner that is applicable to the research, it may not be necessary. Finally, if the decision is of low-risk anyway, research is unnecessary. |

|  |
| --- |
| *Level: Moderate* |

|  |  |
| --- | --- |
| 49. | What is the difference between applied research and basic research?     Applied research is research that has a practical problem-solving emphasis and is conducted to reveal answers to specific questions related to action, performance, or policy needs. Basic research is designed to solve problems of a theoretical nature with little direct impact on strategic or tactical decisions. |

|  |
| --- |
| *Level: Easy* |

|  |  |
| --- | --- |
| 50. | What characteristics of research are associated with the standards of the scientific method?     Exhibit 1-8 lists several characteristics of research that should result in good research following the standards of the scientific method. These include a clearly defined purpose, detailed research process, thorough research design, high ethical standards, discussion of limitations, adequate analyses, unambiguous findings, justifiable conclusions, and an honest assessment of the researcher's experience. |

|  |
| --- |
| *Level: Moderate* |