Test Bank

Chapter 1

1. Business research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting that needs a solution.
*a. T
b. F

2. Research done with the intention of applying the results of the findings to solve specific problems currently being experienced in an organization is called basic research.
a. T
*b. F

3. Research done chiefly to make a contribution to existing knowledge is called basic, fundamental, or pure research.
*a. T
b. F

4. Applied research is not scientific in nature.
a. T
*b. F

5. Fundamental research has little practical relevance.
a. T
*b. F

6. Managers with knowledge of research have an advantage over those without.
*a.T
b. F

7. Being knowledgeable about research and research methods helps professional managers to:
a. Identify and effectively solve minor problems in the work setting.
b. Know how to discriminate good from bad research.
c. Appreciate and be constantly aware of the multiple influences and multiple effects of factors impinging on a situation.
*d. All of the above.

8. University professors do not engage in applied research.
a. T
*b. F

9. The manager should make sure while hiring researchers or consultants that:
a. The roles and expectations of both parties are made explicit.
b. Relevant philosophies and value systems of the organization are clearly stated, and constraints, if any, communicated.
c. A good rapport is established with the researchers, and between the researchers and the employees in the organization, enabling the full cooperation of the latter.
*d. All of the above.

10. An advantage of engaging in an internal team to do the research project is that the internal team would stand a better chance of being readily accepted by the employees in the subunit of the organization where research needs to be done.
*a.T
b. F

11. An advantage of engaging in an external team to do the research project is that the team would require much less time to understand the structure, the philosophy and climate, and the functioning and work systems of the organization.
a. T
*b. F

12. A disadvantage of engaging in an internal team to do the research project is that in view of their long tenure as internal consultants, the internal team may quite possibly fall into a stereotyped way of looking at the organization and its problems.
*a.T
b. F

13. A disadvantage of engaging in an internal team to do the research project is that certain organizational biases of the internal research team might in some instances make the findings less objective and consequently less scientific.
*a.T
b. F

14. An advantage of engaging in an external team to do the research project is that the external team can draw on a wealth of experience from having worked with different types of organizations that have had the same or similar types of problems.
*a.T
b. F

15. Ethics in business research refers to a code of conduct or expected societal norm of

behavior while conducting research.
*a.T
b. F

16. Ethical conduct applies to the researchers who undertake the research, but not to the respondents who provide them with the necessary data.
a. T
*b. F

17. The main distinction between applied and basic business research is that the former is specifically aimed at solving a currently experienced problem, whereas the latter has the broader objective of generating knowledge and understanding of phenomena and problems that occur in various organizational settings.
*a.T
b. F

18. Both basic and applied research can be carried out in a scientific manner.
*a.T
b. F

19. The first step in research is to know where the problem areas exist in the organization, and to identify as clearly and specifically as possible the problems that need to be studied and resolved.
*a.T
b. F

20. Identifying the critical issues, gathering relevant information, analyzing the data in ways that would help decision making, and implementing the right course of action, are all facilitated by understanding business research.
*a. T
b. F

21. Knowledge gained by the findings of basic research cannot be applied by organizations to solve their own problems.
a. T
*b. F

chapter 1

1. Research done with the intention of applying the findings to solve a specific problem of a specific organization is called basic research.
a. T
*b. F

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a. T
*b. F

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9. Both basic and applied research can be carried out in a scientific manner.
*a. T
b. F

10. Knowledge gained by the findings of basic research cannot be applied by organizations to solve their own problems.
a. T
*b. F

11. Scientific research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting, that needs a solution.
a. T
*b. F

12. Research done with the intention of applying the results of the findings to solve specific problems currently being experienced in an organization is called applied research.
*a. T
b. F

13. Research done chiefly to make a contribution to existing knowledge is called applied research.
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*b. F

14. Applied research has little scientific relevance.
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b. F

19. A disadvantage of engaging in an external team to do the research project is that certain organizational biases of the research team might in some instances make the findings less objective and consequently less scientific.
a. T
*b. F

20. Ethical conduct applies to the researchers who undertake the research, but also to the respondents who provide them with the necessary data.
*a.T
b. F

21. The main distinction between applied and basic business research is that the latter does not have to be carried out in a scientific manner.
a. T
*b. F

22. Identifying the critical issues, gathering relevant information, analyzing the data in ways that would help decision making, and implementing the right course of action, are all facilitated by understanding business research.
*a. T
b. f

23. Knowledge gained by the findings of basic research can be applied by organizations to solve their own problems.
*a.T
b. F

Chapter 2

1. ‘Rigor’ related to scientific investigation refers amongst others to:
a. The probability that our estimations are correct.
b. The idea that a simple model that explains a certain phenomenon has preference over a complex
model.
c. The fact that findings are generalizable.
*d. The fact that an investigation has a clear theoretical foundation.

2. Confidence as a characteristic of scientific investigation refers to:
*a. The probability that our estimations are correct.
b. The idea that a simple model that explains a certain phenomenon has preference over a complex model.
c. The fact that findings are generalizable.
d. The fact that an investigation has a clear theoretical foundation.

3. A researcher who observed separate phenomena and on this basis attempts to arrive at general conclusions, works inductively.
*a. T
b. F

4. Logically speaking inductive research comes first (before deductive research)
*a. T
b. F

5. A manager observes that higher prices lead to more sales. The results of a focus group point out that consumers use price as an indicator for quality. This is an example of deductive research.
a. T
*b. F

6. Scientific investigation is characterized by a good theoretical base and a sound methodological design. These characteristics are both related to the of the investigation. What must be filled on the line?
*a. Rigor.
b. Precision and confidence.
c. Objectivity.
d. Parsimony.

7. An inductive investigation starts with an observation of empirical data.
*a. T
b. F

8. A deductive investigation is based on theoretically logical reasoning.
*a. T
b. F

9. Parsimony related to scientific investigation refers to:
a. The probability that our estimations are correct.
*b. The idea that a simple model that explains a certain phenomenon is preferred to a complex model.
c. The fact that findings are generalizable.
d. The fact that an investigation has a clear theoretical base.

10. It is impossible to test hypotheses via case studies.
a. T
b. F*

11. Case studies are usually qualitative in nature.
a. T*
b. F

12. In the hypothetico-deductive research method, hypotheses play an important role.
*a. T
b. F

13. Deduction is the process of drawing conclusions based on (an interpretation of) the results of data-analysis.
*a. T
b. F

14. Epistemology is concerned with the nature of knowledge or how we come to know.
*a. T
b. F

15. For a constructionist, science and scientific research is seen as the way to get at the truth
a. T
*b. F

16. Positivists believe that the world (as we know it!) is mentally constructed.
a. T
*b. F

17. The research methods of constructionist researchers are often qualitative in nature.
*a. T
b. F

18. Constructionists are often more concerned with understanding a specific case than with the generalization of their findings.
*a. T
b. F

19. The critical realist is critical of our ability to understand the world with certainty.
*a. T
b. F

20. Critical realistm does not take on a particular position on what makes good research.
a. T
*b. F

21. The focus of pragmatism is on basic, fundamental research
a. T
*b. F

22. Pragmatism is a combination of the belief in an external reality with the rejection of the claim that this external reality can be objectively measured.
a. T
*b. F

23. Knowledge of epistemology may help you to relate to and understand the research of others and the choices that were made in this research.
*a. T
b. F
24. Different researchers have different ideas about the nature of knowledge or on how we come to know.
*a. T
b. F

Chapter 3

1. A problem is any situation where a gap exists between the actual and the desired ideal states.
*a. T
b. F

2. Once we have identified the management problem, it needs to be narrowed down to a researchable topic for study.
*a. T
b. F

3. The selection of an academic perspective on the problem allows us to draw upon a rich body of literature to help us to solve the problem.
*a. T
b. F

4. Secondary data refers to information that the researcher gathers first hand through instruments such as surveys, interviews, focus groups, or observation.
*a. T
b. F

5. Which of the following answers cannot be an objective of preliminary research?
a. Mapping out the research problem.
*b. Defining concepts.
c. Interpreting research outcomes.
d. Improving the relationship between the client and the performer of the investigation.

6. What is wrong with a problem definition that is 'biased'?
a. The research problem is too broad.
b. The problem is not specific and clear.
*c. The problem definition reflects the opinion of the researcher.
d. The problem definition lacks focus.

7. The quality of a literature review depends on a careful selection of data sources
a. T*
b. F

8. Symptoms are concrete examples of the way in which a certain business problem reveals itself.
*a. T
b. F

9. The field of interest of research is unrelated to the problem and symptoms.
a. T
*b. F

10. Secondary research simplifies the process of problem formulation.
*a. T
b. F

11. There is always one best way to investigate a certain problem statement.
a. T
*b. F

12. A good problem statement includes both a statement of the research objective(s) and the research question(s).
*a. T
b. F

13. Research questions are the translation of the problem of the organization into a specific need for information.
*a. T
b. F

14. Familiarity with the literature is only beneficial in an academic context.
a. T
*b. F

15. A first review of the literature helps you to make an informed decision about your research approach.
*a. T
b. F

Chapter 4

1. A literature review helps the researcher to undertake research that is relevant.
a. T*
b. F

2. A literature review adds to the probability of finding significant relationships.
a. T*
b. F

3. The functions of the critical literature review depend on the specific research approach that is taken.
*a. T
b. F

4. In inductive research, a literature review will help the researcher to develop a theoretical framework and hypotheses.
a. T
*b. F

5. A critical literature review ensures that the research effort is positioned relative to existing knowledge and builds on this knowledge.
*a. T
b. F

6. A critical literature review ensures that a clearer idea emerges as to what variables will be important to consider, why they are considered important, and how they should be investigated to solve the problem.
*a. T
b. F

7. A critical literature review may have a negative effect on the testability and replicability of the findings of the current research.
*a. T
b. F

8. The quality of a literature review depends on a cautious selection and reading of books, academic and professional journals, reports, theses, conference proceedings, unpublished manuscripts, and the like.
*a. T
b. F

9. Conference proceedings are quite valuable if you are working in a relatively new area or domain.
*a. T
b. F

10. PhD theses often contain an exhaustive review of the literature in a specific area.
*a. T
b. F

11. The quality of the journal that published an article is unrelated to the quality of a research article.
a. T
*b. F

12. Online databases display only the bibliographic citations such as the name of the author, the title of the article (or book), source of publication, and the like.
a. T
*b. F

13. Articles and books that were written thirty or even forty years ago should never be included in the literature review.
a. T
*b. F

14. Both purposely misrepresenting the work of others and plagiarism are considered to be fraud.
*a. T
b. F

15. Providing inaccurate information regarding the sources, making it impossible to find them is a form of plagiarism.
*a. T
b.f

Chapter 5

1. A hypothesis can be based on inductive preliminary investigation or theory.
*a.T
b. F

2. A hypothesis is unrelated to the theoretical framework.
a. T
*b.F

3. A hypothesis is based on theory.
*a.T
b. F

4. A hypothesis is by definition testable.
*a.T
b. F

5. Which of the following parts does not belong to a theoretical framework?
a. The hypotheses corresponding to the model.
*b.The operationalization of the used constructs of the model.
c. A logical explanation of the relationships within a model.
d. A graphical representation of the model.

6. Mediation can be partial as well as full.
*a.T
b. F

7. A mediating variable influences the relationship between two variables.
a. T
*b.F

8. Good research is aimed at falsification of hypotheses.
*a.T
b. F

9. A good hypothesis is better than its rivals.
*a.T
b. F

10.A moderating variable influences the original relationship between one or more independent variables and a dependent variable.
*a.T
b. F

11.A moderator is a special type of mediating variable.
a. T
*b.F

12.A mediating variable increases the reliability of a model.
a. T
*b.F

13.In case of a mediating variable, a dependent variable cannot be influenced directly by an independent variable.
a. T
*b.F

14.The explained variance (R2) of a model can decrease if a mediating variable is included in the model.
a. T
*b.F

15.Research from Schlundt Bodien & Nelck da Silva Rosa (2004) shows that reading to children has a stronger effect on girls than on boys. What kind of variable is gender in this case?
*a.A moderating variable.
b. A mediating variable.
c. An independent variable.
d. A control variable.

16.Job satisfaction is:
a. An independent variable.
b. A dependent variable.
c. A moderating variable.
*d.This is not clear based on the above information.

17.A moderating variable influences the dependent- as well as the independent variable.
a. T

*b.F

18.A moderating variable changes the relationship between a dependent and an independent variable.
*a.T
b. F

19.Moderation is a special case of mediation.
a. T
*b.F

20.“Job satisfaction has a positive effect on employee loyalty” is an example of a theory.
a. T
*b.F

21.A theoretical framework contains all possible variables that can influence the dependent variable.
a. T
*b.F

22.Hypotheses can be tested by qualitative research.
*a.T
b. F

23.“Job satisfaction has a positive effect on employee loyalty” is an example of a hypothesis.
* a. T
b. F

Chapter 6

1. Which type of study is most suitable when there is little to no insight in a certain problem or when there is no information available on how similar problems or research issues have been solved in the past?

*a. Exploratory study.
b. Descriptive study.
c. Causal study.
d. Experiments.

2. What cannot be the purpose of a causal study?

a. Understanding the dependent variable.
b. Predicting the dependent variable.
*c. Making sure that all relevant variables are included in the study.
d. Explaining the variance in the dependent variable.

3. If a bank manager wants to analyze the relationship between interest rates and bank deposit patterns of clients, a ‘field study’ is the most suitable method of investigation.

a. T*
b. F

4. In an investigation on the relationship between customer satisfaction and loyalty among customers of a supermarket, the ‘unit of analysis’ is the supermarket.

a. T
b. F*

5. A director of Burger King wants to have an overview of the profits made in the last five years in the Netherlands, Germany and the Czech Republic. To get this, the profits of all individual franchise-establishments have to be aggregated. The ‘unit of analysis’ in this case is the individual franchise-establishment.

a. T*
b. F

6. A study in which data are gathered at more than one point in time is called …

a. A cross-sectional study.
*b. A longitudinal study.
c. An experimental study.
d. A randomized study

7. The type of investigation is an element of research design.

a. T*

b. F

8. The study setting is an element of research design.
a. T*
b. F

9. Which of the following studies is a causal in nature?
The researcher tries to find out:
a. The effect of reward system on productivity.
b. Why unemployment in Belgium is higher than in Germany.
c. Whether smoking is causing cancer.
*d. All the above answers are correct.

10.The unit of analysis refers to the aggregation level of the data collected.
*a.T
b. F

11. The central research question determines the unit of analysis of an investigation to a large extent.
*a.T
b. F

12.Correlational study done in organizations are called field studies.
*a.T
b. F

13.A researcher wants to determine the cause-effect relationship between price discounts and sales. A field experiment would be an appropriate way to test this relationship.
*a.T
b. F

14. The idea behind triangulation is that one can be more confident in a result if the use of different methods or sources leads to the same results.
*a.T
b. F

15. Action research is a systematic set of procedures to develop an inductively derived theory from the data.
a. T
*b. F

16. Grounded theory is the planned watching, recording, analysis, and interpretation of behavior, actions, or events.

a. T

*b. F

17. Experiments are usually associated with inductive research.

a. T

*b. F

18. Surveys are used in exploratory, descriptive, and in causal research to collect data about people, events, or situations.

*a.T

b. F

19. Important tools of grounded theory are theoretical sampling, coding, and constant comparison.

*a.T

b. F

20. Case studies focus on collecting information about a specific, object event or activity, such as a particular business unit or organization.

*a.T

b. F

Chapter 7

1. Primary data are more important than secondary data.
a. T
*b.F

2. Primary data are data that for example is gathered from annual reports.
a. T
*b.F

3. It is preferred to first ask general questions and then more specific questions.
*a.T
b. F

4. A thematic apperception test, an inkblot test and word association techniques are all examples of:
*a.Projective methods.
b. Descriptive methods.
c. Prescriptive methods.
d. Iterative methods.

5. An inkblot test is an example of a projective method.
*a.T
b. F

6. Which of the following points is **not** related to the costs for a respondent that go with the participation in an investigation?
a. Whether or not the respondent stays anonymous.
b. The duration of the interview.
c. The type of information that has to be given.
*d.Lack of influence on the decision making.

7. Which of the following answers cannot be seen as a good way to probe in an interview?
a. Repeat the same question.
*b.Come back to the subject later on.
c. Summarize the answer.
d. Be silent.

8. What is **not** a part of conversation introduction in an interview?

a. Socially emotional oriented aspects.
b. Verbal signals.
c. Corrective statements.
*d.Monitoring the answers.

9. Interviews can help you to better interpret the results of a quantitative investigation.
*a.T
b. F

10. Interviews are a useful method to collect data in case studies.
*a.T
b. F

11. An advantage of face-to-face interviews is that the respondents are able to end the interview on every moment.
a. T
*b.F

12. The Delphi Technique has been widely used for short-run business forecasting.
a. T
*b.F

13. Experiments, observational methods, and questionnaires are the three main data collection methods in survey research.
*a. T
b. F

14. Interview bias is typically introduced by the interviewee.
a. T
*b.F

15. To obtain honest information from the respondents, the researcher/interviewer should be able to establish rapport and trust with them.
*a. T
b. F