

Questions – Research Methods for Business

Chapter 1 – Introduction to Research

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

2. Applied research cannot be scientific in nature.

- a. T
- *b. F

3. Managers with knowledge of research have an advantage over those without.

- *a. T
- b. F

4. University professors do not engage in applied research.

- a. T
- *b. F

5. 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

6. 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

7. 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

8. 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

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.

a. T

*b. F

14. Applied research has little scientific relevance.

*a. T

b. F

15. Being knowledgeable about research and research methods helps professional managers to discriminate good from bad research.

*a. T

b. F

16. The manager should make sure while hiring researchers or consultants that the roles and expectations of both parties are made explicit.

*a. T

b. F

17. An advantage of engaging in an external team to do the research project is that the external 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

18. An advantage of engaging in an internal 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

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