# https://selldocx.com/products/test-bank-business-research-methods-1e-quinlan

# **Chapter 1: Introducing Business Research**

# TRUE/FALSE

1.	Literature in the context of a research project is an account of research which has already been carried out and published in books, in articles in scientific journals, in theses, in conference reports, in government reports, in the reports of NGOs (Non-Governmental Organisations), and in the media.						
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
2.	Methodology refers t underpinning the reso						nilosophical principles out the research.
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
3.	Questionniares, interviews and focus groups are examples of data gathering methods.						
	ANS: T	PTS:	1	DIF:	Easy	REF:	Page 4
4.	Other examples of data gathering methods include scales, projective techniques, diaries, images, narratives, life histories, the use of documents, archives, printed material, film, symbols.						
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
5.	A literature review is a listing of all of the literature relevant to the research project.						ch project.
	ANS: F	PTS:	1	DIF:	Easy	REF:	Page 4
6.	Data in the research project are information or evidence that the researcher gathers in order to be able to explore the phenomenon under investigation.						
	ANS: T	PTS:	1	DIF:	Easy	REF:	Page 5
7.	The data gathered allows you, the researcher, to build a picture on the phenomenon under investigation; the more data and the better its quality, the more complex and richer the picture of the phenomenon you can present in the written report of the research.						
	ANS: T	PTS:	1	DIF:	Difficult	REF:	Page 5
8.	The four frameworks approach to undertaking research provides a simple approach to the work of undertaking a research project and a simple approach to the process of writing up that research, the process of completing a thesis or a research project.						
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
9.	The four frameworks new shift in direction						from taking on board any
	ANS: F	PTS:	1	DIF:	Moderate	REF:	Page 5

10.	The four frameworks approach to undertaking research stops students from incorporating into their research any new insight or idea they might develop, through their review of the literature, through their experiences while gathering data for their research, or through their reflections on their research.						
	ANS: F	PTS: 1	DIF:	Moderate	REF: Page 5		
11.	The four framework framework and the	ks are the conceptua analytical framewor		x, the theoretic	al framework, the	methodological	
	ANS: T	PTS: 1	DIF:	Easy	REF: Page 6		
12.	The conceptual framework for the research project is contained in the one-sentence research question or statement which you, the researcher, develop from your reflection on your research idea and the literature published in the area of your research idea. Each key word in that one sentence is a key concept in your research.						
	ANS: T	PTS: 1	DIF:	Difficult	REF: Page 6		
13.	researcher in their s	nework for the research project. The ke search for literature re and the content o	y concepts in for the literar	n the conceptu ture review, ar	al framework help	to guide the	
	ANS: T	PTS: 1	DIF:	Difficult	REF: Page 6		
14.	and detail on the wa	I framework contain nethods used in the ray ay in which the rese e research project by	research proj arch was car	ject. This fram ried out. The r	ework contains all researcher designs	of the information	
	ANS: T	PTS: 1	DIF:	Difficult	REF: Page 6		
15.	The analytical framework contains all of the analysis carried out for the research that is to be presented in the written account of the research project. The researcher is guided in the work of carrying out an presenting the data analysis for the research project by the conceptual framework and the theoretical framework constructed for the research project. The methodological framework constructed for the research project provides the means through which data for analysis are to be gathered.						
	ANS: T	PTS: 1	DIF:	Difficult	REF: Page 6		
16.	The four framework integrated, sound, r	* *	esearch proc	ess facilitates	researchers in deve	eloping thoroughly	
	ANS: T	PTS: 1	DIF:	Easy	REF: Page 6		
17.	The conceptual francesearch project.	nework is the fourth	n and final fr	ramework in th	e four frameworks	s approach to the	
	ANS: F	PTS: 1	DIF:	Easy	REF: Page 6		
18.	Positivists and soci nature of reality	al constructionists a	nd interpreti	vists hold diffe	erent views or pers	spectives on the	
	ANS: T	PTS: 1	DIF:	Difficult	REF: Page 13		

	ANS: T	PTS: 1	DIF:	Difficult	REF:	Page 14	
20.	Positivists see the wo	orld as having	one reality of w	hich we are al	l a part.		
	ANS: T	PTS: 1	DIF:	Difficult	REF:	Page 13	
21.		ch is real, is unique to each unique set of circumstances					
	ANS: T	PTS: 1	DIF:	Difficult	REF:	Page 13	
22. The objective in all research conducted within an academic setting is to contribute to a booknowledge, is to create new knowledge, to expand the knowledge base.							
	ANS: T	PTS: 1	DIF:	Easy	REF:	Page 14	
23. There are many different methodologies used in conducting research, among them case stud experimental design, meta analysis, attitude research, action research, ethnography, feminist grounded theory, semiotics, image-based research and phenomenology.							
	ANS: T	PTS: 1	DIF:	Moderate	REF:	Page 15	
24.	There are many different data collection methods which can be used in research, the include questionnaires, interviews, focus groups, observation, scales and projective techniques, visual methods, photographs, pictures, maps, videos, films and so on, the gathering of narratives, the use of field diaries and the use of documentary evidence.						
	ANS: T	PTS: 1	DIF:	Moderate	REF:	Page 16	
25.	The quality of every research project is dependent upon the integrity of the researcher.						
	ANS: T	PTS: 1	DIF:	Easy	REF:	Page 27	
MUL	ГІРЬЕ СНОІСЕ						
1.	The research process is:  a. the step-by-step process by which the research project is conducted and completed.  b. the process of describing research.  c. the process of developing research ideas.  d. The process of gathering data for a research project.						
	ANS: A	PTS: 1	DIF:	Easy	REF:	Page 4	
<ul> <li>2. Literature in the context of a research project is:</li> <li>a. Books published about research and the research process.</li> <li>b. Published accounts of research that has already been carried out.</li> <li>c. Great works of writing on research.</li> <li>d. Books written about research and research methodology.</li> </ul>							
	ANS: B	PTS: 1	DIF:	Easy	REF:	Page 4	

19. Ontology is the study of the nature of reality

3.	Rigour in research of a. The research cab. The strength of c. the rigorous mad. Inflexibility in	pability of the researance in w	rch proposal. hich research		ucted.		
	ANS: C	PTS:	1	DIF:	Easy	REF:	Page 5
4.	The four framework  a. is used in quant  b. provides a simp  c. provides four p  d. is a research me	itative re de approa ossible al	search.  ach to the work  ternative appro	of desi	gning and devo		a research project
	ANS: B	PTS:	1	DIF:	Moderate	REF:	Page 5
5.	The first framework a. the basic frame b. the initial frame	work.	our frameworks		ach is the conceptua The key fram		ework.
	ANS: C	PTS:	1	DIF:	Easy	REF:	Page 6
6.	The second framewa. the second frameb. the axial frame	nework.	e four framewo	orks app c. d.	the theoretica		
	ANS: C	PTS:	1	DIF:	Easy	REF:	Page 6
7.	The third framewor a. the critical fram b. the methodolog	nework.		s appro c. d.	each is: the penultima the gamma fr		
	ANS: B	PTS:	1	DIF:	Easy	REF:	Page 6
8.	The fourth framework a. the analytical fib. the concluding ANS: A	ramework framewor		c. d.	roach is: the delta fram the key frame Easy	ework.	Page 6
9.		mencing archer ha eting the	the research presearch for the research.	rocess. ch proc	cess.		
	ANS: D	PTS:	1	DIF:	Moderate		
10.	Concepts are funda a. are the research b. are the building c. are the ways by d. provide insight	proposal blocks of which da	Is that research of theory. The theory is the state of the tree of the theory.	for the	research projec	et.	esearch.
	ANS: B	PTS:	1	DIF:	Moderate	REF:	Page 10

# 11. The research diary:

- a. is used by the researcher to record their thoughts and ideas about their research project, their observations, understandings, and reactions to the phenomena they witness, experience and study in the field. The material recorded in the diary is used by the researcher in writing up the research project.
- b. is the timetable the researcher develops for the research project.
- c. is the record of appointments the researcher keeps over the time period of the research project.
- d. Is the private diary in which the researcher records their private thoughts throughout the research process.

ANS: A PTS: 1 DIF: Moderate REF: Page 10

## 12. Empirical data is:

- a. is any data used in a research project.
- b. is data gathered directly by the researcher in the field.
- c. is any relevant and usable data.
- d. is quantitative data.

ANS: B PTS: 1 DIF: Moderate REF: Page 12

#### 13. Positivists see the world:

- a. very clearly.
- b. as being a very positive place.
- c. as having one reality of which we are all a part.
- d. as being comprised of multiple realities.

ANS: C PTS: 1 DIF: Difficult REF: Page 13

### 14. Social constructionists see the world:

- a. as being co-constituted, co-created, socially constructed, and made up of many different realities.
- b. as a social place, a place where everyone is connected to everyone else.
- c. as being constructed by the social engagement of every person in the world.
- d. as having one reality of which we are all a part.

ANS: A PTS: 1 DIF: Difficult REF: Page 13

#### 15. Interpretivists hold that:

- a. data gathered in the research process must be interpreted.
- b. we each interpret the world in our own way, and through our individual and unique interpretations we each of us construct our own realities.
- c. interpretation is fundamental to the research process.
- d. we are all part of one reality which must be interpreted.

ANS: B PTS: 1 DIF: Difficult REF: Page 13

# 16. A researchable project is a project:

- a. that the researcher has the time and money necessary to carry out as well as access to the data necessary.
- b. that the researcher can easily carry out.
- c. that a researcher wants to carry out.
- d. that the researcher will be allowed carry out.

ANS: A PTS: 1 DIF: Moderate REF: Page 20

1 7	•	1	•
17.	Epistei	mology	1S:

- a. the study of religion.
- b. the science of letter-writing.
- c. the theory of knowledge; it is the branch of philosophy concerned with what is knowledge, what constitutes knowledge, and how knowledge is created.
- d. the study of the nature of reality.

ANS: C PTS: 1 DIF: Difficult REF: Page 13

# 18. Ontology is:

- a. is the act of working on a research project.
- b. The theory of knowledge; it is the branch of philosophy concerned with what is knowledge, what constitutes knowledge, and how knowledge is created.
- c. the study of the nature of reality.
- d. the study of research methods.

ANS: C PTS: 1 DIF: Difficult REF: Page 14

# 19. The research methodology in a research project is:

- a. the way in which the research was conducted or carried out.
- b. the way in which data was gathered for the research project.
- c. the methodical way in which the researcher organised the research project.
- d. an in-depth description of the ethical considerations in the research.

ANS: A PTS: 1 DIF: Moderate REF: Page 15

#### 20. Data collection methods are:

- a. the way in which the research is conducted.
- b. the means by which the researcher reviews the literature for the research project.
- c. either quantitative or qualitative.
- d. the means by which data is gathered for the research project.

ANS: D PTS: 1 DIF: Moderate REF: Page 15

# 21. Data is:

- a. statistics used in a research project.
- b. evidence gathered for the research project.
- c. numerical information gathered for the research project.
- d. computerised information used in a research project.

ANS: B PTS: 1 DIF: Moderate REF: Page 15

#### 22. Gatekeepers in the context of the research project are:

- a. people who have the capacity to facilitate or deny access to the people and/or the places which have or hold data necessary to the research.
- b. people who control and secure the gates to any organisation.
- c. people who control electronic and other keys to organisations.
- d. Porters who manage and control entry points in buildings within which the research project is set.

ANS: A PTS: 1 DIF: Easy REF: Page 20

# 23. The research process:

- a. Involves the generation and use of statistics in order to understand data.
- b. Is the process of generating ideas from data.

- c. Is the step by step process of undertaking research.
- d. Is the process of reducing large amounts of data to summaries of that data.

ANS: C PTS: 1 DIF: Moderate REF: Page 4

- 24. Social research paradigms are:
  - a. the different methodologies used in social research.
  - b. different perspectives taken by social scientists on the social world. Among the different paradigms are positivism, interpretivism, and social constructionsim.
  - c. different ways of gathering data for a research project.
  - d. different ways of analysing data.

ANS: B PTS: 1 DIF: Difficult REF: Page 13

- 25. Social research can be defined as:
  - a. research that requires the researcher to be sociable.
  - b. research into all things social.
  - c. research into the social life of a particular group of people
  - d. is research conducted by social scientists on some aspect of the social world.

ANS: D PTS: 1 DIF: Difficult REF: Page 12

#### **SHORT ANSWER**

1. How do you ensure that your research project is researchable?

ANS:

In order for a project to be researchable, you, the researcher, must have the tme needed to carry out the research, the money needed, if any money is needed, to carry out the research, and access to the data required for the research project. So, you ensure that your research project is researchable, by ensuring that you have the time needed to carry out the research, by ensuring you that you have any money you need to carry out the research, and by ensuring that you have access to the data required for the research.

PTS: 1 DIF: Moderate REF: Page 19

2. What is contained in the conceptual framework?

ANS:

The conceptual framework contains all of the key concepts of the research project and a statement of the research methodology used (or to be used) in the research project. It should be possible to state the conceptual framework in one sentence, either as the research statement or the research question.

PTS: 1 DIF: Moderate REF: Page 6

3. The literature review contains which of the four frameworks?

ANS:

The literature review written for the research project contains the theoretical framework of the research project. The theoretical framework for the research project is developed by the researcher from the review of all of the literature (theory) the researcher has read for the research project.

PTS: 1 DIF: Moderate REF: Page 6