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Chapter 1: Introducing Business Research

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1.	out and published in	books,	in articles in sc	ientific	journals, in the	ses, in	hich has already been carried conference reports, in ations), and in the media.
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
2.	Methodology refers underpinning the res						nilosophical principles out the research.
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
3.	Questionniares, inter	views a	nd focus group	s are ex	camples of data	gatheri	ng methods.
	ANS: T	PTS:	1	DIF:	Easy	REF:	Page 4
4.	Other examples of denarratives, life histor						hniques, diaries, images, film, symbols.
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
5.	A literature review is	s a listin	g of all of the l	iteratur	e relevant to the	e resear	ch project.
	ANS: F	PTS:	1	DIF:	Easy	REF:	Page 4
6.	Data in the research to explore the pheno				lence that the re	esearch	er gathers in order to be able
	ANS: T	PTS:	1	DIF:	Easy	REF:	Page 5
7.	The data gathered all investigation; the mophenomenon you can	re data	and the better i	ts quali	ty, the more co	mplex a	enomenon under and richer the picture of the
	ANS: T	PTS:	1	DIF:	Difficult	REF:	Page 5
8.		ch proje	ct and a simple	approa	ich to the proce		e approach to the work of riting up that research, the
	ANS: T	PTS:	1	DIF:	Moderate	REF:	Page 5
9.	The four frameworks new shift in direction						from taking on board any
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10.		ks approach to undensight or idea they notice they notice they note that the same that the same that the same the same that the same the s	night develop	p, through thei	r review of the lite	erature, through
	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.		you, the researcher, in the area of your	develop from	m your reflect	ion on your resear	ch idea and the
	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.	presenting the data framework construction	nework contains all of ant of the research p analysis for the research coted for the research ovides the means thr	roject. The re earch project project. The	esearcher is gu by the concept methodologic	nided in the work of Stual framework and Stantantian cal	of carrying out and ad the theoretical astructed for the
	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
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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.		e manner in wh	ich each indivi	dual, given the	eir own ı	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 I knowledge, is to creat					contribute to a body of
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23.		, meta analysis	, attitude resear	ch, action rese	arch, eth	nong them case study, survey, nography, feminist research
	ANS: T	PTS: 1	DIF:	Moderate	REF:	Page 15
24.		views, focus gr ns, pictures, ma	oups, observat ps, videos, filn	ion, scales and ns and so on, tl	projecti	esearch, the include we techniques, visual ring of narratives, the use of
	ANS: T	PTS: 1	DIF:	Moderate	REF:	Page 16
25.	The quality of every	research proje	ct is dependent	upon the integ	grity of th	he researcher.
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MUL	ГІРЬЕ СНОІСЕ					
1.	The research process a. the step-by-step b. the process of de c. the process of de d. The process of g	process by who escribing resear eveloping resear	ch. rch ideas.		ducted a	and completed.
	ANS: A	PTS: 1	DIF:	Easy	REF:	Page 4
2.	Literature in the conta. Books published account. Great works of v.d. Books written at	l about research nts of research writing on resea	n and the resear that has alread arch.	y been carried	out.	
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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.		
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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 deve to the research		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

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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.

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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.

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