

Student: _____

1. 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
2. The problem or opportunity that requires a business decision is called the _____.
 - A. Research question
 - B. Management-research-question hierarchy
 - C. Management dilemma
 - D. Management question
 - E. Investigative question
3. The process of stating the basic dilemma and then developing other questions by progressively breaking down the original question into more specific ones is called the _____.
 - A. Research question
 - B. Management-research-question hierarchy
 - C. Management dilemma
 - D. Management question
 - E. Investigative question
4. Participants in a research study are asked _____ questions.
 - A. Research
 - B. Management
 - C. Measurement
 - D. Investigative
 - E. Dilemma
5. Who answers measurement questions?
 - A. Management decision makers
 - B. Researchers
 - C. Field workers
 - D. Participants
 - E. Statisticians
6. Who answers investigative questions?
 - A. Management decision makers
 - B. Researchers
 - C. Field workers
 - D. Participants
 - E. Statisticians
7. To satisfactorily answer a research question, researchers must first answer _____ questions.
 - A. Management
 - B. Investigative
 - C. Measurement
 - D. Dilemma
 - E. Deductive

8. A _____ is a trial collection of data to detect weaknesses in the design or instrument.
- A. Test market
 - B. Census
 - C. Sample
 - D. Pilot test
 - E. Sampling frame
9. Which section of a research report contains all the materials necessary to replicate the project?
- A. Executive summary
 - B. Abstract
 - C. Overview
 - D. Implementation
 - E. Technical appendix
10. The executive summary of a research report includes _____.
- A. All the materials necessary for replication
 - B. A synopsis of the problem, findings, and recommendations
 - C. A summary of findings from secondary sources and the research design
 - D. Recommendations and implementation strategies
 - E. A list of expenses
11. All of the following components are included in the overview section of a research report except _____.
- A. Problem background
 - B. Findings from secondary sources
 - C. Research design
 - D. Procedures
 - E. Recommendations
12. Which of the following is not a common research process problem?
- A. Politically motivated research
 - B. Database strip-mining
 - C. Unresearchable questions
 - D. Ill-defined management problems
 - E. Pilot testing
13. Ill-defined problems are those that _____.
- A. Cannot be expressed completely or easily
 - B. Cannot be answered
 - C. Can be answered through data mining
 - D. Cannot be addressed with secondary data
 - E. Develop in method-bound research projects
14. Planning the research design involves decisions regarding _____.
- A. Data collection mode
 - B. Type of study
 - C. Measurement
 - D. Sampling plans
 - E. All of the above
15. Which of the following questions is considered when discussing the management dilemma?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E. What should be asked or observed to obtain the information the manager needs?

16. The fundamental weakness in the research process is _____.
A. Incorrectly defining the research question
B. Identifying a flawed sampling frame
C. Misdefining the target population
D. Failing to identify all relevant secondary information
E. Skipping the exploratory phase
17. Questions that the researcher must answer to satisfactorily arrive at a conclusion about the research question are called _____ questions.
A. Management
B. Research
C. Investigative
D. Measurement
E. Hypothetical
18. A beer distribution company has recently purchased the rights to package and distribute its beer in a new type of can that is self-cooling. Because of the innovativeness of the product packaging, measurement questions will need to be formulated specifically for the project at hand. All of the following are disadvantages of customized questions except _____.
A. Increased project costs
B. Pretesting requirements
C. Enhanced validity
D. Increased time
E. All of the above are disadvantages
19. The exploratory research phase of a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.
20. Explain the value of conducting a pilot test and the primary considerations for a research planning to use a pilot test?
21. Internal proposals:
A. A) Are generally more succinct than external proposals.
B. B) Are not paid for, hence budgets are not included.
C. C) Are in the form of contracts.
D. D) Are made if an external research agency is not available.
22. The sections on Problem Statement and Research Objectives:
A. A) Lay the basis for an appropriate literature review, research design and data analysis.
B. B) Are not required in most internal studies.
C. C) Are required only in large scale studies.
D. D) Should be specified only by the sponsoring agency.

23. A research proposal:
- A. Is unproductive for the external research organization, but is useful for the sponsor.
 - B. States the work which the research organization can finance itself.
 - C. Assists the external research organization in evaluating the sponsor.
 - D. Explains and elucidates the research question and research task for a prior appraisal.
24. The most complex proposals are usually created for what type of client?
- A. A) Corporate sponsors
 - B. B) Contract research
 - C. C) Government sponsors
 - D. D) Internal clients
 - E. E) Universities
25. One of the main reasons for doing a research proposal is:
- A. A) To present the problem to be researched and its importance.
 - B. B) To start the final research report early.
 - C. C) To allow the client to choose the proper research design.
 - D. D) To force the client to choose which data analysis tool will be used.
26. An exploratory study should:
- A. A) Start with key interviews.
 - B. B) Start with secondary data and internet searches.
 - C. C) Be excluded if it appears to be expensive.
 - D. D) None of the above.
27. Which of the following observations on the management dilemma is incorrect?
- A. A) It is an un-researchable research issue.
 - B. B) It is a symptom of an actual problem.
 - C. C) Can be a condition in the environment that signals the need for a decision.
 - D. D) Can be the outcome of a controversy.
28. Which of the following is not a part of the research process hierarchy of questions?
- A. A) Investigative questions.
 - B. B) Management problem.
 - C. C) Measurement questions.
 - D. D) Exploratory questions.
29. The process of stating the basic dilemma and then developing other questions by progressively breaking down the original question into more specific ones is called the ____.
- A. Research question
 - B. Management-research-question hierarchy
 - C. Management dilemma
 - D. Management question
 - E. Investigative question
30. Which of the following questions is considered when discussing the management dilemma?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E. What should be asked or observed to obtain the information the manager needs?

31. Which of the following questions is considered when determining investigative questions?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E. What should be asked or observed to obtain the information the manager needs?
32. Which of the following questions is considered when developing measurement questions?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E. What should be asked or observed to obtain the information the manager needs?
33. Questions that the researcher must answer to satisfactorily arrive at a conclusion about the research question are called _____ questions.
- A. Management
 - B. Research
 - C. Investigative
 - D. Measurement
 - E. Hypothetical
34. The actual questions that researchers use to collect data in a study are called _____ questions.
- A. Management
 - B. Dilemma
 - C. Investigative
 - D. Measurement
 - E. Survey
35. Measurement questions are questions posed to _____.
- A. Managers
 - B. Researchers
 - C. Field workers
 - D. Study participants
 - E. Pollsters
36. The exploratory research phase of a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.
37. The favoured technique syndrome refers to
- A. quantitative researchers' preference for technical methods.
 - B. researchers' preference for a specific method, because they are knowledgeable and experienced with that specific method.
 - C. an academic field's preference for specific methods, e.g. psychologists and experiments.
 - D. the fact that for each investigate question one method is preferable.

2 Key

1. 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

*Blumberg - Chapter 02 #1
Blumberg: Chapter 02
Level: Easy*

2. The problem or opportunity that requires a business decision is called the _____.

A. Research question
B. Management-research-question hierarchy
C. Management dilemma
D. Management question
E. Investigative question

*Blumberg - Chapter 02 #2
Blumberg: Chapter 02
Level: Easy*

3. The process of stating the basic dilemma and then developing other questions by progressively breaking down the original question into more specific ones is called the _____.

A. Research question
B. Management-research-question hierarchy
C. Management dilemma
D. Management question
E. Investigative question

*Blumberg - Chapter 02 #3
Blumberg: Chapter 02
Level: Easy*

4. Participants in a research study are asked _____ questions.

A. Research
B. Management
C. Measurement
D. Investigative
E. Dilemma

*Blumberg - Chapter 02 #4
Blumberg: Chapter 02
Level: Moderate*

5. Who answers measurement questions?

A. Management decision makers
B. Researchers
C. Field workers
D. Participants
E. Statisticians

*Blumberg - Chapter 02 #5
Blumberg: Chapter 02
Level: Moderate*

6. Who answers investigative questions?
A. Management decision makers
B. Researchers
C. Field workers
D. Participants
E. Statisticians

Blumberg - Chapter 02 #6
Blumberg: Chapter 02
Level: Moderate

7. To satisfactorily answer a research question, researchers must first answer _____ questions.
A. Management
B. Investigative
C. Measurement
D. Dilemma
E. Deductive

Blumberg - Chapter 02 #7
Blumberg: Chapter 02
Level: Moderate

8. A _____ is a trial collection of data to detect weaknesses in the design or instrument.
A. Test market
B. Census
C. Sample
D. Pilot test
E. Sampling frame

Blumberg - Chapter 02 #8
Blumberg: Chapter 02
Level: Easy

9. Which section of a research report contains all the materials necessary to replicate the project?
A. Executive summary
B. Abstract
C. Overview
D. Implementation
E. Technical appendix

Blumberg - Chapter 02 #9
Blumberg: Chapter 02
Level: Easy

10. The executive summary of a research report includes _____.
A. All the materials necessary for replication
B. A synopsis of the problem, findings, and recommendations
C. A summary of findings from secondary sources and the research design
D. Recommendations and implementation strategies
E. A list of expenses

Blumberg - Chapter 02 #10
Blumberg: Chapter 02
Level: Moderate

11. All of the following components are included in the overview section of a research report except _____.
A. Problem background
B. Findings from secondary sources
C. Research design
D. Procedures
E. Recommendations

Blumberg - Chapter 02 #11
Blumberg: Chapter 02
Level: Moderate

12. Which of the following is not a common research process problem?
- A. Politically motivated research
 - B. Database strip-mining
 - C. Unresearchable questions
 - D. Ill-defined management problems
 - E. Pilot testing**

Blumberg - Chapter 02 #12
Blumberg: Chapter 02
Level: Moderate

13. Ill-defined problems are those that _____.
A. Cannot be expressed completely or easily
- B. Cannot be answered
 - C. Can be answered through data mining
 - D. Cannot be addressed with secondary data
 - E. Develop in method-bound research projects

Blumberg - Chapter 02 #13
Blumberg: Chapter 02
Level: Moderate

14. Planning the research design involves decisions regarding _____.
A. Data collection mode
- B. Type of study
 - C. Measurement
 - D. Sampling plans
 - E. All of the above**

Blumberg - Chapter 02 #14
Blumberg: Chapter 02
Level: Easy

15. Which of the following questions is considered when discussing the management dilemma?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?**
 - E. What should be asked or observed to obtain the information the manager needs?

Blumberg - Chapter 02 #15
Blumberg: Chapter 02
Level: Difficult

16. The fundamental weakness in the research process is _____.
A. Incorrectly defining the research question
- B. Identifying a flawed sampling frame
 - C. Misdefining the target population
 - D. Failing to identify all relevant secondary information
 - E. Skipping the exploratory phase

Blumberg - Chapter 02 #16
Blumberg: Chapter 02
Level: Moderate

17. Questions that the researcher must answer to satisfactorily arrive at a conclusion about the research question are called _____ questions.
A. Management
- B. Research
 - C. Investigative**
 - D. Measurement
 - E. Hypothetical

Blumberg - Chapter 02 #17
Blumberg: Chapter 02
Level: Easy

18. A beer distribution company has recently purchased the rights to package and distribute its beer in a new type of can that is self-cooling. Because of the innovativeness of the product packaging, measurement questions will need to be formulated specifically for the project at hand. All of the following are disadvantages of customized questions except ____.
- A. Increased project costs
 - B. Pretesting requirements
 - C. Enhanced validity**
 - D. Increased time
 - E. All of the above are disadvantages

Blumberg - Chapter 02 #18
Blumberg: Chapter 02
Level: Moderate

19. The exploratory research phase of a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.

There are several objectives including 1) expand understanding of the management dilemma, 2) gather background information to refine the research question, 3) identify information that should be gathered to formulate investigative questions, 4) identify sources for and actual questions that might be used as measurement questions, and 5 identify sources for and actual sample frames.

Blumberg - Chapter 02 #19
Blumberg: Chapter 02
Level: Moderate

20. Explain the value of conducting a pilot test and the primary considerations for a research planning to use a pilot test?

A pilot test is a trial collection of data to detect weaknesses in the design or instrument and provide proxy data for probability sampling. It should use subjects drawn from the target population but it does not need to use a probability sample. The sample size is small; usually between 25 and 100 participants. All of the procedures proposed in the design should be tested.

Blumberg - Chapter 02 #20
Blumberg: Chapter 02
Level: Moderate

21. Internal proposals:
- A. A) Are generally more succinct than external proposals.**
 - B. B) Are not paid for, hence budgets are not included.
 - C. C) Are in the form of contracts.
 - D. D) Are made if an external research agency is not available.

Blumberg - Chapter 02 #21
Blumberg: Chapter 02

22. The sections on Problem Statement and Research Objectives:
- A. A) Lay the basis for an appropriate literature review, research design and data analysis.**
 - B. B) Are not required in most internal studies.
 - C. C) Are required only in large scale studies.
 - D. D) Should be specified only by the sponsoring agency.

Blumberg - Chapter 02 #22
Blumberg: Chapter 02

23. A research proposal:
- A. Is unproductive for the external research organization, but is useful for the sponsor.
 - B. States the work which the research organization can finance itself.
 - C. Assists the external research organization in evaluating the sponsor.**
 - D. Explains and elucidates the research question and research task for a prior appraisal.

Blumberg - Chapter 02 #23
Blumberg: Chapter 02

24. The most complex proposals are usually created for what type of client?
- A. A) Corporate sponsors
 - B. B) Contract research
 - C. C) Government sponsors**
 - D. D) Internal clients
 - E. E) Universities

Blumberg - Chapter 02 #24
Blumberg: Chapter 02

25. One of the main reasons for doing a research proposal is:
- A. A) To present the problem to be researched and its importance.**
 - B. B) To start the final research report early.
 - C. C) To allow the client to choose the proper research design.
 - D. D) To force the client to choose which data analysis tool will be used.

Blumberg - Chapter 02 #25
Blumberg: Chapter 02

26. An exploratory study should:
- A. A) Start with key interviews.
 - B. B) Start with secondary data and internet searches.**
 - C. C) Be excluded if it appears to be expensive.
 - D. D) None of the above.

Blumberg - Chapter 02 #26
Blumberg: Chapter 02

27. Which of the following observations on the management dilemma is incorrect?
- A. A) It is an un-researchable research issue.**
 - B. B) It is a symptom of an actual problem.
 - C. C) Can be a condition in the environment that signals the need for a decision.
 - D. D) Can be the outcome of a controversy.

Blumberg - Chapter 02 #27
Blumberg: Chapter 02

28. Which of the following is not a part of the research process hierarchy of questions?
- A. A) Investigative questions.
 - B. B) Management problem.
 - C. C) Measurement questions.
 - D. D) Exploratory questions.**

Blumberg - Chapter 02 #28
Blumberg: Chapter 02

29. The process of stating the basic dilemma and then developing other questions by progressively breaking down the original question into more specific ones is called the ____.
- A. Research question
 - B. Management-research-question hierarchy**
 - C. Management dilemma
 - D. Management question
 - E. Investigative question

Blumberg - Chapter 02 #29
Blumberg: Chapter 02
Level: Easy

30. Which of the following questions is considered when discussing the management dilemma?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?**
 - E. What should be asked or observed to obtain the information the manager needs?

Blumberg - Chapter 02 #30
Blumberg: Chapter 02
Level: Difficult

31. Which of the following questions is considered when determining investigative questions?
- A. How can management eliminate negative symptoms?
 - B.** What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E. What should be asked or observed to obtain the information the manager needs?

*Blumberg - Chapter 02 #31
Blumberg: Chapter 02
Level: Difficult*

32. Which of the following questions is considered when developing measurement questions?
- A. How can management eliminate negative symptoms?
 - B. What does the manager need to know to choose the best alternative from the available sources of action?
 - C. What is the recommended course of action?
 - D. What symptoms cause management concern?
 - E.** What should be asked or observed to obtain the information the manager needs?

*Blumberg - Chapter 02 #32
Blumberg: Chapter 02
Level: Difficult*

33. Questions that the researcher must answer to satisfactorily arrive at a conclusion about the research question are called _____ questions.
- A. Management
 - B. Research
 - C.** Investigative
 - D. Measurement
 - E. Hypothetical

*Blumberg - Chapter 02 #33
Blumberg: Chapter 02
Level: Easy*

34. The actual questions that researchers use to collect data in a study are called _____ questions.
- A. Management
 - B. Dilemma
 - C. Investigative
 - D.** Measurement
 - E. Survey

*Blumberg - Chapter 02 #34
Blumberg: Chapter 02
Level: Easy*

35. Measurement questions are questions posed to _____.
- A. Managers
 - B. Researchers
 - C. Field workers
 - D.** Study participants
 - E. Pollsters

*Blumberg - Chapter 02 #35
Blumberg: Chapter 02
Level: Easy*

36. The exploratory research phase of a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.

There are several objectives including 1) expand understanding of the management dilemma, 2) gather background information to refine the research question, 3) identify information that should be gathered to formulate investigative questions, 4) identify sources for and actual questions that might be used as measurement questions, and 5 identify sources for and actual sample frames.

*Blumberg - Chapter 02 #36
Blumberg: Chapter 02
Level: Moderate*

37. The favoured technique syndrome refers to
- A. quantitative researchers' preference for technical methods.
 - B.** researchers' preference for a specific method, because they are knowledgeable and experienced with that specific method.
 - C. an academic field's preference for specific methods, e.g. psychologists and experiments.
 - D. the fact that for each investigate question one method is preferable.

2 Summary

<u>Category</u>	<u># of Question</u>
	<u>Σ</u>
Blumberg - Chapter 02	37
Blumberg: Chapter 02	37
Level: Difficult	4
Level: Easy	11
Level: Moderate	13