

CHAPTER 2: OVERVIEW OF THE RESEARCH PROCESS

Multiple Choice

1. Which process provides a roadmap with directions for conducting a business research project?
 - a. decision-making process
 - b. business process
 - c. research tactical process
 - d. scientific method
 - e. business research process (**correct, p. 30**)
2. The phases of the business research process are _____.
 - a. formulation, execution, analytical, and debriefing
 - b. formulation, execution, and analytical (**correct, p. 30**)
 - c. observation, discovery, develop hypotheses, analyses, conclusions
 - d. discovery, analysis, hypotheses
 - e. exploratory, descriptive, and causal
3. The _____ phase of the business research process involves defining the substance and process of the research.
 - a. formulation (**correct, p. 30**)
 - b. execution
 - c. analytical
 - d. discovery
 - e. theoretical
4. The first task in the formulation phase of the business research process is to _____.
 - a. define the problem
 - b. confirm the need for the research (**correct, p. 30**)
 - c. analyze data
 - d. select sampling method
 - e. develop questions and objectives
5. All of the following are tasks in the formulation phase of the business research process **EXCEPT** _____.
 - a. define the problem
 - b. confirm the need for research
 - c. formulate research design
 - d. develop questions and objectives
 - e. select sampling method (**correct, p. 30**)
6. Dawn is studying the relationship between employee satisfaction and productivity. Before designing a research study, she will gather and read

other studies that have examined the relationship between satisfaction and productivity. Dawn is conducting a(n) _____.

- a. analytical search
- b. empirical review
- c. literature review (**correct, p. 33**)
- d. primary search
- e. formulation review

7. In the _____ phase of the business research process, the researcher is actively gathering information from the appropriate sources.

- a. formulation
- b. execution (**correct, p. 35**)
- c. analytical
- d. discovery
- e. theoretical

8. What is the first step in the execution phase of the business research process?

- a. specify hypotheses
- b. code data
- c. collect data
- d. decide on sampling design (**correct, p. 30, 35**)
- e. identify limitations

9. All of the following are activities performed in the execution phase of the business research process EXCEPT _____.

- a. select sampling method
- b. design data collection forms
- c. collect data
- d. analyze data (**correct, p. 30, 35**)
- e. code data

10. Which type of errors arises from sources other than the sampling process?

- a. secondary errors
- b. environmental errors
- c. generic errors
- d. nonsampling errors (**correct, p.36**)
- e. primary errors

11. Many research projects collect open-ended responses, such as questions asking consumers to describe emotions they felt during a recent shopping trip. Researchers must then review what consumers wrote and quantify this qualitative information in some way by looking for commonalities or patterns. This is an example of which task in the execution phase of the business research process?

- a. refining data

- b. analyzing data
 - c. formulating data
 - d. reviewing data
 - e. coding data (**correct, p. 35**)
12. The _____ phase of the business research process is where data are analyzed.
- a. formulation
 - b. execution
 - c. analytical (**correct, p. 30, 35**)
 - d. discovery
 - e. theoretical
13. Which type of studies involves identifying categories or themes in data, assigning findings to the appropriate category, specifying relationships, and in some instances testing hypotheses?
- a. secondary studies
 - b. generalizable studies
 - c. quantitative studies
 - d. qualitative studies (**correct, p. 36**)
 - e. refined studies
14. Which type of studies generally tabulates and reports the data in diagrams and charts?
- a. secondary studies
 - b. generalizable studies
 - c. quantitative studies (**correct, p. 36**)
 - d. qualitative studies
 - e. refined studies
15. The last task in the business research process is _____.
- a. interpretation of results
 - b. analyzing data
 - c. storing data
 - d. identifying limitations
 - e. preparing the report (**correct, p. 36**)
16. _____ is a set of systematically related statements, including some law-like generalizations that can be tested empirically.
- a. Competition
 - b. Analysis
 - c. Causality
 - d. Theory (**correct, p. 36**)
 - e. Propositions

17. Expectations of what will happen under specified circumstances that allow predictions of reality are known as _____.
a. qualitative data
b. quantitative data
c. law-like generalizations (**correct, p. 36**)
d. hypotheses
e. experimental treatments
18. Which of the following statements is FALSE regarding the role theory plays in the basic business research process?
a. Normative business decision rules are often theory based.
b. Theory seeks to explain and predict.
c. Theories provide key inputs into the research process.
d. Theory helps shape the questions and specific predictions as expressed in hypotheses.
e. Theories are complete in explaining observed phenomena. (**correct, p. 36-37**)
19. _____ explain what someone should do when faced with a situation described by a theory.
a. Exploratory analyses
b. Hypotheses
c. Normative decision rules (**correct, p. 38**)
d. Descriptive theories
e. Causal theories
20. The law of supply and demand suggests that quantity demanded of a good should increase as price decreases. That is, consumers should purchase more of a product if price is reduced. This is an example of a _____.
a. descriptive rule
b. rational decision rule
c. common rule
d. normative decision rule (**correct, p. 38**)
e. behavioral decision rule
21. Which of the following provides managers with normative decision rules related to the amount and timing of employee compensation?
a. rational behavior theory
b. attribution theory
c. behavioral learning theory (**correct, p. 38**)
d. normative theory
e. proscriptive theory
22. Descriptive theory _____.
a. explains what someone should do when faced with a situation described by a theory

- b. simply describes the way things are (**correct, p. 39**)
 - c. is tested by collecting subjective data
 - d. is tested using causal research
 - e. is highly subjective, making decisions based upon it risky
23. Which of the following is based on explanation and prediction?
- a. causal theory
 - b. rational decision making (**correct, p. 40**)
 - c. normative behavior
 - d. behavioral learning theory
 - e. normative decision making
24. The Google search engine is based on _____.
- a. intuition
 - b. causal analyses
 - c. descriptive theory
 - d. normative theory
 - e. mathematical theory (**correct, p. 40**)
25. The _____ is the approach researchers use to gain knowledge about some definable subject.
- a. research method
 - b. scientific method (**correct, p. 41**)
 - c. Socratic method
 - d. hypothetical method
 - e. theoretical method
26. The three stages together that describe the process of discovery in the scientific method are _____.
- a. formulation, execution, and analytical
 - b. observation, formulation, and discovery
 - c. data collection, analyses, and conclusions
 - d. developing hypotheses, data collection, and analyses
 - e. observation, discovery, and developing hypotheses (**correct, p. 42**)
27. A _____ poses an issue of interest to the researcher and is related to the specific decision faced by the company.
- a. hypothesis
 - b. theory
 - c. data point
 - d. research question (**correct, p. 42**)
 - e. decision process
28. "Why has our employee turnover increased?" is an example of a research _____.
- a. generalization

- b. question (**correct, p. 42**)
 - c. hypothesis
 - d. inquiry
 - e. proposition
29. A _____ is a formal statement of some unproven supposition that tentatively explains certain facts or phenomena.
- a. research question
 - b. hypothesis (**correct, p. 42**)
 - c. theory
 - d. data point
 - e. decision process
30. The statement, "An advertisement containing an attractive spokesperson will result in more favorable attitudes toward the product advertised than an advertisement that does not contain an attractive spokesperson," is an example of a research _____.
- a. theory
 - b. question
 - c. statement
 - d. hypothesis (**correct, p. 42**)
 - e. generalization
31. The scientific method, which is the basis of sound science, is characterized by all of the following characteristics **EXCEPT** _____.
- a. empirical
 - b. replicable and objective
 - c. analytical
 - d. theory driven
 - e. intuitive (**correct, p. 42,44**)
32. One characteristic of research based on the scientific method is that it is empirical. This means that _____.
- a. it is compared against reality (**correct, p. 44**)
 - b. the results are independent of the researcher's opinion
 - c. it follows the principle of parsimony
 - d. it relies on an existing body of knowledge
 - e. that conclusions drawn from the results are based on logic
33. One characteristic of research based on the scientific method is that it is replicable. This means that _____.
- a. it is compared against reality
 - b. the results are independent of the researcher's opinion (**correct, p. 44**)
 - c. it is based on the principle of parsimony
 - d. it relies on an existing body of knowledge
 - e. that conclusions drawn from the results are based on logic

34. One characteristic of research based on the scientific method is that it is analytical. This means that _____.
a. it is compared against reality
b. the results are independent of the researcher's opinion
c. empirical facts are chosen, specified, and measured in a way that will address research questions **(correct, p. 44)**
d. it relies on an existing body of knowledge
e. conclusions drawn from the results are based on logic
35. One characteristic of research based on the scientific method is that it is theory driven. This means that _____.
a. conclusions drawn from the results are based on logic
b. it is compared against reality
c. the results are independent of the researcher's opinion
d. it based on the principle of parsimony
e. it relies on an existing body of knowledge **(correct, p. 44)**
36. One characteristic of research based on the scientific method is that it is rigorous. This means that _____.
a. it is compared against reality
b. the results are independent of the researcher's opinion
c. it relies on the previous body of knowledge
d. conclusions drawn from the results are based on logic
e. every effort is made to minimize error **(correct, p. 44)**
37. The principle of _____ means that a simpler solution is better than a complex solution.
a. homeostasis
b. logic
c. parsimony **(correct, p. 44)**
d. rigor
e. simplicity
38. A _____ is a formal document summarizing what the problem is, how it will be investigated, how much the investigation will cost, and how long the research will take to complete.
a. research brief
b. research design
c. research hypothesis
d. research proposal **(correct, p. 46)**
e. research report
39. A research proposal does all of the following EXCEPT _____.
a. defines the problem
b. outlines the researchers' approach and methods

- c. explains the results of the research (**correct, p. 46-49**)
- d. specifies the project's deliverables
- e. includes a budget and time frame for completion

40. Research proposals should contain _____.
 a. research strategy and methods
 b. schedule and budget
 c. background information, specifying the events leading up to the request for the proposal
 d. nature of the final report to be submitted
 e. all of the above (**correct, p. 49**)

True/False Questions

1. The first task in the business research process is to define the problem. (**False, pg. 30**)
2. A literature review is a cursory examination of the published and unpublished work from secondary data sources in the areas related to the problem. (**False, pg. 30**)
3. A unit of analysis is the individual survey respondent. (**False, pg. 34**)
4. Data is analyzed during the execution phase of the business research process. (**False, pgs. 30**)
5. Normative decision rules suggest what an individual should do when faced with a specific situation that is described by a theory. (**True, pg. 38**)
6. Behavioral learning theory does not mean that changes in behavior are brought about as a result of conditioning or rewards and reinforcement for desirable behavior. (**False, pg. 38**)
7. Descriptive theory does not describe the way things are. (**False, pg. 39**)
8. Rational decision making is based on explanation and prediction. (**True, pg. 40**)
9. Research questions are formal statements of some unproven supposition that tentatively explains certain facts and phenomena. (**False, pg. 42**)
10. Parsimony means that a simpler solution is not the best one. (**False, pg. 45**)
11. A research proposal is an informal document that summarizes what the problem is, how it will be investigated, how long it will take to complete, how much it will cost and who will be investigating the problem. (**False, pg. 46**)

12. Research proposals are not very detailed. **(False, pg. 45)**
13. Budget and timeline to completion is never a part of the research proposal **(False, pg. 48)**
14. The problem statement, research objectives, research strategy and methods are significant portions of the research proposal. **(True, pg. 45-46)**
15. Qualifications of the researchers, project consultants and the research firm are included as part of a research proposal. **(True, pg. 48)**

Short Answer Questions

1. Describe the three phases of the basic business research process? Explain each briefly.

The three phases are the formulation, execution, and analytical phases. The formulation stage involves defining the substance and process of the research. After formulating the research, the execution phase begins. Here the researcher is actively gathering information from the appropriate sources. The third phase is analytical. In this phase, data are analyzed. **(pp. 30-36)**

2. Explain the role of the literature review in the business research process.

The literature review is a comprehensive examination of the published and unpublished work from secondary data sources in the areas related to the problem. Literature reviews are used to learn what others have found in previous research on similar problems, to avoid mistakes they may have made, to identify emerging trends, and to identify any relevant theories that can be used to specify hypotheses for testing. **(p. 33)**

3. Describe the role theory plays in the basic business research process and discuss the problems that may arise.

Theories provide key inputs into the research process. Theory helps shape the questions and specific predictions as expressed in hypotheses. Research projects then validate or invalidate these predictions. Problems can arise, however, when theories are incomplete and contain gaps. **(p. 37)**

4. Describe and explain the concept of evidence based management.

This concept refers to approaching management and business decision-making in a manner that is based on the use of the currently available best evidence

1. It is a quality movement that relies on findings from empirical research and applies the scientific method to evaluate management and decision-making processes and develop best practices.
 2. It is based on the field of evidence based medicine which uses the best evidence available to make decisions about the care of individual patients. **(p. 45)**
5. Compare and contrast a research question and a research hypothesis. Give an example of each.

A research question poses an issue of interest to the researcher and is related to the specific decision faced by the company. A hypothesis is a formal statement of some unproven supposition that tentatively explains certain facts or phenomena. A hypothesis often describes some systematic (nonrandom) event that can be tested using data. Generally, a hypothesis restates a research question in more specific terms. For example, a research question may imply the existence of some relationship, but the hypothesis typically goes further by stating the direction of the relationship. Students' examples will vary, but several are given in Exhibit 2.4. **(pp. 42-43)**

Essay Questions

1. List and describe the six characteristics of research based on the scientific method.
 1. Empirical – it is compared against reality.
 2. Replicable or objective – the results are independent of the researcher's opinion and other researchers can obtain the same results.
 3. Analytical – empirical facts are chosen, specified, and measured in a way that will address research questions.
 4. Theory-driven – relies on an existing body of knowledge.
 5. Logical – conclusions drawn from the results are based on logic.
 6. Rigorous – every effort is made to minimize error. **(p. 44)**
2. You just started working at a business research firm and have been requested to submit a research proposal for a client's research project. List the elements you should include in the research proposal and discuss the benefits it provides to both your firm and the client.

A research proposal is a formal document summarizing what the problem is, how it will be investigated, how much it will cost, and how long the research will take to complete. It includes the following elements:

- Project title
- Background information, specifying the events leading up to the request for the proposal
- Problem statement and research objectives
- Research strategy and methods—data to be collected, how it will be collected and analyzed, thus summarizing the steps that will be taken to achieve the research objectives
- Nature of the final report to be submitted, specifying the type and nature of the report
- Schedule and budget
- Qualifications of project consultants and the research firm

The benefits to researchers include clarifying whether the problem to be investigated is the one the client has requested, providing direction and a plan for the researcher, and documenting the agreement between the researcher and the client to minimize the possibility of later misunderstandings. Clients also receive the benefits of verifying the researcher truly understands the problem to be investigated, ensuring the project's deliverables are what was expected and that the project has been executed as promised, and enabling the client to evaluate the quality and value of a proposed project. **(pp. 46-53)**