

Student name: _____

Direct observation of phenomena, empirically testable hypotheses, and the ability to rule out rival hypotheses are all essential tenets of the _____.

experiential method

scientific method

intuitive process

strategic management process

account planning philosophy

What is an example of a key risk indicator for a company?

Loss of customer trust

Cyberattack

Employee complaints

Number of breakdowns per machine

High employee turnover

Which of the following creates and maintains an inventory of data assets through the discovery, description, and organization of distributed data?

Data blending

A data catalog

A data warehouse

Data silo

Data sampling

Which of the following often requires "cleaning" the data from the various files to make the data more compatible?

Data cataloging

Data blending

Hypothesis testing

Correlational hypothesis

Model construction

_____ is a form of argument that purports to be conclusive; the conclusion must necessarily follow from the reasons given.

Induction

Deduction

Logic

Philosophy

Exposition

Which form of argument presents a conclusion based on reasons or proof?

Induction

Deduction

Logic

Philosophy

Exposition

Which of the following is a requirement for a deduction to be considered correct?

Validity

Reliability

Inference

Empiricism

Conclusiveness

Consider the following statements: "Inner-city household interviewing is especially difficult and expensive. This survey involves substantial inner-city household interviewing. The interviewing in this survey will be especially difficult and expensive." This is an example of a(n) _____.

empirical argument

inductive argument

exposition

deductive argument

hypothesis

_____ is a form of reasoning that draws a conclusion from one or more particular facts or pieces of evidence.

Induction

Deduction

Empiricism

Logic

Association

Because of the nature of induction, the conclusion can be thought of as _____.

fact

one explanation among many

proof

evidence

empirical

Consider the following example: "Retail sales increases in the 2018 holiday season were below projections. Sales were disappointing because consumers were not confident about economic growth." This is an example of _____.

inductive reasoning

deductive reasoning

empirical reasoning

a fact

a premise

_____ occurs when we observe a fact and ask, "Why is this?"

Deduction

Induction

Exposition

Empiricism

Curiosity

_____ is the process by which we test whether a hypothesis is capable of explaining a fact.

Deduction

Induction

Exposition

Empiricism

Curiosity

Which term below refers to a bundle of meanings or characteristics associated with certain concrete, unambiguous events, objects, conditions, or situations?

Variable

Construct

Concept

Theory

Model

A _____ is an image or abstract idea specifically invented for a given research and/or theory-building project.

variable

construct

concept

theory

model

An automobile is a(n) _____ concept, while service quality is a(n) _____ concept.

abstract; objective

subjective; objective

intangible; tangible

objective; abstract

factual; perceptual

Abstract concepts such as personality, need for variety, and materialism are often called _____.

variables

constructs

concepts

theories

models

Concepts are more _____, while constructs are more _____.

concrete; abstract

abstract; concrete

intangible; tangible

conceptual; factual

intuitive; logical

Jack observes the history of his neighbor's purchase of new automobiles. His neighbor purchases a new car every year and always seems to have a nicer model than the year before. Jack thinks the dealership must appeal to his neighbor's fascination with new car styles. In this example, interest in new car styles is a _____.

construct

fact

concept

theory

model

Bill often feels insecure about how others view him. To increase his feelings of self-esteem, Bill often buys expensive, luxury items. Self-esteem is an example of a _____.

construct

fact

concept

theory

model

A(n) _____ describes the interrelationships between concepts and constructs.

hypothetical construct

hypothesis

conceptual scheme

operational definition

inductive reasoning

A chair is defined as a seat, and a seat is defined as an object for sitting, a chair. This is an example of a(n) _____.

hypothetical construct

conceptual scheme

operational definition

dictionary definition

mediating variable

To be categorized as a customer, an individual must have a history of shopping at the establishment at least twice prior to the start of the study with expenditures of more than \$10. This is an example of a(n) _____.

hypothetical construct

conceptual scheme

operational definition

dictionary definition

mediating variable

A(n) _____ defines a variable in terms of specific measurement and testing criteria.

hypothetical construct

operational definition

dictionary definition

conceptual scheme

moderating variable

Which term below refers to an event, act, characteristic, trait, or attribute that can be measured and to which we assign categorical values?

Construct

Concept

Variable

Schema

Model

Which of the following cannot be thought of as variables?

Events

Acts

Characteristics

People

All of the choices are correct can be thought of as variables.

Which of the following is another term for independent variable?

Discrete

Criterion

Moderator

Predictor

Construct

Which of the following is another term for dependent variable?

Discrete

Criterion

Mediator

Predictor

Construct

Rachel is interested in learning the effect of using a celebrity endorsement on sales. The presence or absence of a celebrity endorsement is the _____ variable.

independent

dependent

mediating

criterion

continuous

Which variable listed below is the variable manipulated by the researcher, thereby causing an effect on another variable?

Criterion

Mediator

Dependent

Predictor

Moderator

Which variable listed below is the variable measured, predicted, or otherwise monitored and expected to be affected by manipulation of another variable?

Dependent

Moderator

Independent

Predictor

Extraneous

Variables that are included because they are believed to have a significant contributory or contingent effect on the independent variable–dependent variable relationship are called _____ variables.

criterion

predictor

mediator

moderating

extraneous

A variable that is assumed or excluded from a research study is a(n) _____ variable.

criterion

predictor

mediator

moderating

extraneous

In the Southeast, the potato chips market share held by the Lays brand is 46 percent. This is an example of a(n) _____.

research question

descriptive hypothesis

relational hypothesis

explanatory hypothesis

correlational hypothesis

Potato chips sales vary directly with the level of television viewing. This is an example of a _____.

research question

descriptive hypothesis

correlational hypothesis

causal hypothesis

dichotomous hypothesis

An increase in hours of television viewing leads to increases in the sales of snack foods. This is an example of a _____.

research question

descriptive hypothesis

correlational hypothesis

causal hypothesis

dichotomous hypothesis

Which of the following is an explanatory hypothesis?

Young women purchase fewer meats than women who are 35 years of age or older.

Sales of vegetarian foods vary by season.

An increase in family income leads to an increase in the percentage of income spent on housing.

Real estate investment trusts (REITs) experienced a record level of profitability in 2004.

People in the South tend to rate the President more favorably than do people in the North.

Which of the following is a correlational hypothesis?

A decrease in the value of the U.S. dollar relative to other currencies leads to an increase in exports.

Education on the process of preparing meat for consumption leads to a decrease in the consumption of hamburgers.

An increase in family income leads to an increase in the percentage of income spent on housing.

Low interest rates resulted in a record year for real estate investment trusts (REITs) as individuals invested in real estate rather than other forms of investment.

People in the South tend to rate the President more favorably than do people in the North.

Which of the following is not one of the conditions necessary for a hypothesis to be considered strong?

Adequate for its purpose

Addresses the presence of extraneous variables

Testable

Better than rival hypotheses

All of these are necessary conditions.

A _____ is a set of systematically interrelated concepts, definitions, and propositions that are advanced to explain or predict phenomena.

conceptual scheme

hypothesis

theory

diagram

factual schema

Which term listed below refers to a representation of a system constructed to study some aspect of that system or the system as a whole?

Conceptual scheme

Hypothesis

Theory

Diagram

Model

The role of a model is to _____ while a theory's role is to _____.

represent; explain

explain; represent

propose; prove

describe; predict

examine; experiment

Which type of variable is ignored (not measured) as it is believed its effect on the independent variable is randomized?

Confounding

Control

Dependent

Independent

Intervening

Which of the following is *not* a condition of sound reasoning?

Defining the management dilemma

Identifying correct premises

Testing connections between facts and assumptions

Making claims based on adequate evidence

All of the choices are correct are conditions for sound reasoning.

Data blending requires

drawing data from separate data files to create a new data file that can be analyzed.

removing identical data from multiple data files so the data exists in only one data file.

analyzing separate data files and identifying conclusions that exist in all those files analyzed.

merging all data files into one massive data file that can be analyzed.

None of the choices are correct, as they do not describe data blending.

A conceptual scheme

identifies all concepts/constructs of interest to a research question.

identifies the hypothesized relationships of all concepts/constructs of interest to a research question.

provides a spatial relationship of all concepts/constructs of interest to a research question.

identifies key concepts/constructs that must be measured to answer a research question.

None of the choices is correct.

Explain the essential tenets of the scientific method and why this method is important for business research.

Explain the meaning of deduction and induction. Provide an argument that exemplifies each form.

Recently, several states have passed no texting while driving laws, believing that texting is a major influence in the increase in traffic accidents, especially among younger drivers. Explain the meaning of an operational definition and develop a good operational definition for texting while driving. Identify the omissions that would weaken your definition.

Recently, several studies have sought to measure the extent of binge drinking among college students. Explain the meaning of an operational definition and develop a good operational definition for binge drinking.

Metro University has set a goal to increase the percentage of alumni who donate to the university and to increase the average amount given by those who have donated in the past. Metro

University hopes that holding special events at homecoming night designed specifically for alums will result in an increase in donations. Consequently, it is planning a special Alumni Bash for homecoming night, and invitations have been sent to students who graduated between 1975 and 2000. Identify the dependent and independent variables in the example. State a hypothesis using the information provided.

CEOs believe the next 2 to 3 years will be more transformation than the last 50 because:
growth will likely come from new partnerships or mergers, rather than existing businesses.
large percent of employees will have to be retrained.
industries are in the mist of disruption.
investments in AI will pay off.
All of the choices are correct.

CEOs believe the next 2 to 3 years will be more transformation than the last 50 because of all EXCEPT which of the following?
growth will likely come from new partnerships or mergers, rather than existing businesses
large percent of employees will have to be retrained
industries are in the mist of disruption
cyber security will be guaranteed
None of the choices is correct.

A strategic inflection point is
evidence that a business's fundamentals are about to change.
evidence that existing business models are working.

do not demand a response by the business.
come from a business's existing competitors.
None of the choices is correct.

If a business can identify early warnings of strategic inflection points, it can
change its business practices to remain competitive.
avoid irrelevance in its own industry.
challenge taken-for-granted assumptions on which its business is based.
create a disruption in its own or a different industry.
All of the choices are correct.

When a business manager makes a decision about a management dilemma, they
make a judgment after careful consideration.
may rely on past experience, rather than gathering new data.
could delve into past data using sophisticated data analytics to gather new insights.
take action appropriate to the decision.
All of the choices are correct.

If a business dashboard revealed rising costs in an operating business unit, this would be a
possible
strategic inflection point.
management dilemma.
data silo.
data warehouse.
business dilemma.

Which of the following is *data* as opposed to *information*?

raw, unprocessed facts

a calculation of employee turnover for the last 12 months based on employee length of service

the defection rate of a machine based on percent of defective products produced by a machine in the last 30 days

the number of employees who completed privacy compliance training during the calendar year

raw, unprocessed facts and the number of employees who completed privacy compliance training during the calendar year above

Which of the following is an *insight* as opposed to *information*?

The number of customer complaints on social media has dropped 50 percent in the last year.

Customer retention is up 20 percent in the last 90 days.

Higher employee turnover is likely caused by new rule requiring employees to arrive 20 minutes before their paid shift starts.

Profits are up 8 percent over the same period last year.

None of the choices is a correct insight.

Which of the following is NOT a problem caused by data silos?

incompatible data that cannot be easily blended

data duplication

missed opportunities

easier access to data across the organization

slower decision making

The data-driven organization is the gold-standard for business. In a data-driven organization _____.

data silos are common

decision makers have access to all business data

only numerical data is available, not text, video, audio, or pictorial data and information

consistency of data availability is not important

None of the choices is true.

Which term refers to a collection of information in an organization that is isolated from and not accessible by other parts of the organization?

Data silo

Business dashboard

Data blending

Conceptual scheme

Data warehouse

Answer Key

Test name: CH1 Business Research E14

B

A

B

B

B

B

A

D

A

B

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B

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C

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