

Chapter 1 - Introducing Business Research

Introducing Business Research

1. Methodology refers to the way in which the research is carried out, the philosophical principles underpinning the research, and the data collection methods used to carry out the research.

- a. True
- b. False

ANSWER: True

2. 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.

- a. True
- b. False

ANSWER: True

3. Questionnaires, interviews and focus groups are examples of data gathering methods.

- a. True
- b. False

ANSWER: True

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.

- a. True
- b. False

ANSWER: True

5. A literature review is a listing of all of the literature relevant to the research project.

- a. True
- b. False

ANSWER: False

6. The model of the research process details all of the steps taken in a research project.

- a. True
- b. False

ANSWER: True

7. A key concept is a key idea expressed in a word or a phrase.

- a. True
- b. False

ANSWER: True

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.

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- a. True
- b. False

ANSWER: True

9. The four frameworks approach to undertaking research prevents students from taking on board any new shift in direction that may naturally occur as their research develops.

- a. True
- b. False

ANSWER: False

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.

- a. True
- b. False

ANSWER: False

11. The four frameworks are the conceptual framework, the theoretical framework, the methodological framework and the analytical framework.

- a. True
- b. False

ANSWER: True

12. The key concepts in the conceptual framework give the researcher guidance and direction in terms of the reading they need to undertake in order to develop a literature review, or a theoretical framework, for their research project. The researcher uses the key concepts in the conceptual framework in keyword searches for literature.

- a. True
- b. False

ANSWER: True

13. The theoretical framework for the research project is contained in the literature review undertaken and written for the research project. The key concepts in the conceptual framework help to guide the researcher in their search for literature for the literature review, and they help guide the researcher in terms of the structure and the content of the literature review.

- a. True
- b. False

ANSWER: True

14. The methodological framework contains all of the information and detail relating to the research methodology and methods used in the research project. This framework contains all of the information and detail on the way in which the research was carried out. The researcher designs the research methodology for the research project based on the nature of the research.

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- a. True
- b. False

ANSWER: True

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 and presenting the data analysis for the research project by the conceptual framework and the theoretical framework.

- a. True
- b. False

ANSWER: True

16. The four frameworks approach to the research process facilitates researchers in developing thoroughly integrated, sound, research projects.

- a. True
- b. False

ANSWER: True

17. An area of interest is a valid topic for a research project.

- a. True
- b. False

ANSWER: False

18. Research always involves the testing of hypotheses.

- a. True
- b. False

ANSWER: False

19. Data is information or evidence gathered for a research project.

- a. True
- b. False

ANSWER: True

20. Empirical data is information or evidence gained from observation, experience and/or experiment. Positivists see the world as having one reality of which we are all a part.

- a. True
- b. False

ANSWER: True

21. Social research is the means by which people find out new things about the social world.

- a. True
- b. False

ANSWER: True

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22. The objective in all research conducted within an academic setting is to contribute to a body of knowledge, to create new knowledge, to expand the knowledge base.

- a. True
- b. False

ANSWER:

True

23. Methodology is the overall approach to the research project, the way in which the research is carried out indicating the philosophical foundations of the research project, and guiding decisions around the data gathering methods to be used. Examples of research methodologies include survey, case study, attitude research and ethnography.

- a. True
- b. False

ANSWER:

True

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 symbols, the gathering of narratives, the use of field diaries and the use of documentary evidence.

- a. True
- b. False

ANSWER:

True

25. The quality of every research project is dependent upon the integrity of the researcher.

- a. True
- b. False

ANSWER:

True

26. 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.

ANSWER:

a

27. Literature in the context of a research project is:

- a. books published about research and the research process.
- b. published accounts of research that has already been carried out.
- c. great works of writing on research.
- d. books written about research and research methodology.

ANSWER:

b

28. Rigour in research refers to:

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- a. the research capability of the researcher.
- b. the strength of the research proposal.
- c. the rigorous manner in which research is conducted.
- d. inflexibility in the research.

ANSWER:

c

29. The four frameworks approach to undertaking research:

- a. is used in quantitative research.
- b. provides a simple approach to the work of designing and developing a research project.
- c. provides four possible alternative approaches to the research project.
- d. is a research methodology used in qualitative research.

ANSWER:

b

30. The first framework of the four frameworks approach is

- a. the basic framework.
- b. the initial framework.
- c. the conceptual framework.
- d. the key framework.

ANSWER:

c

31. The second framework of the four frameworks approach is

- a. the basic framework.
- b. the initial framework.
- c. the theoretical framework.
- d. the key framework.

ANSWER:

c

32. The second framework of the four frameworks approach is

- a. the critical framework.
- b. the methodological framework.
- c. the penultimate framework.
- d. the gamma framework.

ANSWER:

b

33. The fourth framework of the four frameworks approach is:

- a. the analytical framework
- b. the concluding framework.
- c. the delta framework.
- d. the key framework.

ANSWER:

a

34. A key concept is:

- a. a means of commencing the research process.
- b. an idea the researcher has for the research process.
- c. a way of completing the research.
- d. a key idea, a key word, or a key phrase in the research.

ANSWER:

d

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35. Concepts are fundamental to research they:

- a. are the research proposals that researchers create and develop.
- b. are the building blocks of theory.
- c. are the ways by which data is gathered for the research project.
- d. provide insight into the manner in which data was gathered for the research.

ANSWER:

b

36. 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.

ANSWER:

a

37. 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.

ANSWER:

b

38. The internationalization of research places greater demands on business researchers and heightens the need for research tools that allow researchers to:

- a. cross-validate research results
- b. view the world as a very positive place.
- c. study the social world using social science research methods.
- d. study sociability.

ANSWER:

a

39. Business research is:

- a. the application of social science research methods in the process of examining business phenomena.
- b. concerned with the ways in which everyone is connected to everyone else.
- c. concerned with the business of every research project.
- d. the study of a business.

ANSWER:

a

40. Business research is:

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- a. the application of the scientific method in searching for the truth about business phenomena.
- b. concerned with the ways in which everyone is connected to everyone else.
- c. concerned with the business of every research project.
- d. the study of business

ANSWER:

a

41. Applied business research:

- a. calls for the researcher to properly apply themselves in developing the research project.
- b. is conducted to address a specific business decision for a specific firm or organization.
- c. is all business research.
- d. is research that is deployed in academic study.

ANSWER:

b

42. A researchable project is a project:

- a. that the researcher could possibly undertake and complete.
- 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.

ANSWER:

a

43. Basic business research is:

- a. an introduction to business research.
- b. very simple business research.
- c. (sometimes referred to as pure research) is conducted without a specific decision in mind, and it usually does not address the needs of a specific organization. It attempts to expand the limits of knowledge in general, and as such it is not aimed at solving a particular pragmatic problem.
- d. the study of basics of business research.

ANSWER:

c

44. A research diary is:

- a. the record of dates in a research project.
- b. a record of meetings in a research project.
- c. a record of the researcher's thoughts, ideas, inspirations, references, and resources.
- d. a record of a researcher's study of research methods.

ANSWER:

c

45. The research methodology in a research project is:

- a. the overall approach to the research project, the way in which the research is carried out indicating the philosophical foundations of the research project, and guiding decisions around the data gathering methods to be used.

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- 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.

ANSWER:

a

46. 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.

ANSWER:

d

47. Data are:

- 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.

ANSWER:

b

48. Gatekeepers in the context of the research project are:

- a. people who have the capacity to provide or deny access to data.
- 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.

ANSWER:

a

49. Data analysis is:

- a. the generation and use of statistics in order to understand data.
- b. the process of generating ideas from data.
- c. the process of analyzing data gathered for a research project.
- d. the process of reducing large amounts of data to summaries of that data.

ANSWER:

c

50. For a research project to be rigorous:

- a. the researcher must deal rigorously with research participants.
- b. it must adhere to the scientific principles of research. The research must be carried out in a systematic way, and the research must be valid.
- c. the researcher must use several different ways of gathering data.
- d. the researcher must use several different ways of analysing data.

ANSWER:

b

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51. Social research can be defined as:

- research that requires the researcher to be sociable.
- research into all things social.
- research into the social life of a particular group of people
- the means by which people find out new things about the social world.

ANSWER:

d

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

ANSWER: The literature review is contained in the theoretical framework, the second framework in the four frameworks approach to the research project. A literature review is a review of all of the literature (theory) the researcher has read for the research project.

53. What is contained in the methodological framework?

ANSWER: This contains all of the information and detail relating to how the research was carried out, the research project's research methodology, data gathering methods, means of data analysis and research ethics. It is a complete and thorough account of how the research was carried out.

54. What is 'the field' in research?

ANSWER: The theoretical field within which the research is situated is the body of knowledge, or theory, within which the research is situated. All academic researchers engaging in research undertake a review of the literature in the field of their study. They do this in order to assess the state of knowledge in the field and to identify any gaps in this knowledge.

55. What are data gathering methods?

ANSWER: Also called data collection methods, they are the ways and means by which the researcher gathers data for the research project. There are very very many kinds of data gathering methods. Among some of the most well-known data collection methods are questionnaires, interviews, observation and focus groups.

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

ANSWER: The test of researchability. In this simple test, you examine whether or not you have the resources to complete the research project you are thinking of undertaking. The resources you need are:

- The time required to conduct the research: to design the project, carry out the fieldwork, analyze the data, write up your findings, draw conclusions and make recommendations.
- The money required to conduct the research if any money is needed. In general, even with small-scale research projects, some funds may be required for the fieldwork, for example organizing focus groups.

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- Access to data. Many students underestimate the difficulties that researchers can encounter in accessing data, in attempting to access data, in securing access to data and in maintaining access to data over the time required to complete the research project.

57. Researchers should be sensitive to the people involved in the investigation by:
- a. engaging with them, and with the entire research process, in an ethical manner.
 - b. securing the gates to any organisation.
 - c. ensuring that people are not informed of the purpose of the research.
 - d. paying them a fee for participation.

ANSWER:

a

58. The key features of a researcher with integrity are:
- a. the capacity to read and understand literature.
 - b. honesty, trustworthiness and scholarship.
 - c. time management and access to funding.
 - d. effective networking and access to funding sources.

ANSWER:

b

59. The constituencies that a researcher has responsibility for are:
- a. the people who have the capacity to deny access to data.
 - b. the Government and the Local Authorities.
 - c. the people who control electronic and other keys to organisations.
 - d. the institution where the research is being carried out, as well as all the individuals, groups, institutions and organizations participating in the research.

ANSWER:

d

60. A particular challenge of covert research is:
- a. people who have the capacity to provide or deny access to data.
 - b. ethical approval for such a study.
 - c. people who control electronic and other keys to organisations.
 - d. Access to entry points in buildings within which the research project is set.

ANSWER:

b