

Research Methods

for Business

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Lecturer Testbank

Chapter 2

Answers are indicated with a *

1. 'Rigor' related to scientific investigation refers amongst others to:
 - a. The probability that our estimations are correct.
 - b. The idea that a simple model that explains a certain phenomenon has preference over a complex model.
 - c. The fact that findings are generalizable.
 - *d. The fact that an investigation has a clear theoretical foundation.
2. Confidence as a characteristic of scientific investigation refers to:
 - *a. The probability that our estimations are correct.
 - b. The idea that a simple model that explains a certain phenomenon has preference over a complex model.
 - c. The fact that findings are generalizable.
 - d. The fact that an investigation has a clear theoretical foundation.
3. A researcher who observed separate phenomena and on this basis attempts to arrive at general conclusions, works inductively.
 - *a. T
 - b. F
4. Logically speaking inductive research comes first (before deductive research)
 - *a. T
 - b. F
5. A manager observes that higher prices lead to more sales. The results of a focus group point out that consumers use price as an indicator for quality. This is an example of deductive research.
 - a. T
 - *b. F
6. Scientific investigation is characterized by a good theoretical base and a sound methodological design. These characteristics are both related to the _____ of the investigation.
What must be filled on the line?
 - *a. Rigor.
 - b. Precision and confidence.
 - c. Objectivity.
 - d. Parsimony.
7. An inductive investigation starts with an observation of empirical data.

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*a. T

b. F

8. A deductive investigation is based on theoretically logical reasoning.

*a. T

b. F

9. Parsimony related to scientific investigation refers to:

a. The probability that our estimations are correct.

*b. The idea that a simple model that explains a certain phenomenon is preferred to a complex model.

c. The fact that findings are generalizable.

d. The fact that an investigation has a clear theoretical base.

10. It is impossible to test hypotheses via case studies.

a. T

b. F*

11. Case studies are usually qualitative in nature.

a. T*

b. F

12. In the hypothetico-deductive research method, hypotheses play an important role.

*a. T

b. F

13. Deduction is the process of drawing conclusions based on (an interpretation of) the results of data-analysis.

*a. T

b. F

14. Epistemology is concerned with the nature of knowledge or how we come to know.

*a. T

b. F

15. For a constructionist, science and scientific research is seen as the way to get at *the* truth

a. T

*b. F

16. Positivists believe that the world (as we know it!) is mentally constructed.

a. T

*b. F

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17. The research methods of constructionist researchers are often qualitative in nature.
*a. T
b. F
18. Constructionists are often more concerned with understanding a specific case than with the generalization of their findings.
*a. T
b. F
19. The critical realist is *critical* of our ability to understand the world with certainty.
*a. T
b. F
20. Critical realism does not take on a particular position on what makes good research.
a. T
*b. F
21. The focus of pragmatism is on basic, fundamental research
a. T
*b. F
22. Pragmatism is a combination of the belief in an external reality with the rejection of the claim that this external reality can be objectively measured.
a. T
*b. F
23. Knowledge of epistemology may help you to relate to and understand the research of others and the choices that were made in this research.
*a. T
b. F
24. Different researchers have different ideas about the nature of knowledge or on how we come to know.
*a. T
b. F