

26. i_01_19

In the context of research, "systematic" refers to _____.

- a. The study of systems
- *b. Logic not belief
- c. Methodology
- d. None of the above

27. i_01_20 2

Mode I knowledge creation is research of an applied nature, governed by the world of practice and highlighting the importance of collaboration both with and between practitioners.

- *a. false
- b. true

28. i_01_21

What is described here? To investigate two possible radio adverts for the new movie?

- a. Mode I knowledge creation
- *b. Mode II knowledge creation
- c. Both
- d. Neither

29. i_01_22

What is described here? The reasons for corporate failure in the UK and France?

- *a. Mode I knowledge creation
- b. Mode II knowledge creation
- c. Both
- d. Neither

30. i_01_23

What is described here? To explore the impact of science on employee behaviour?

- a. Mode I knowledge creation
- b. Mode II knowledge creation
- *c. Mode III knowledge creation
- d. Neither

31. i_01_24

Research undertaken by people in universities is usually _____.

- a. Out of touch with reality
- *b. Basic research
- c. Expensive

d. Applied research

32. i_01_25 2

Research is about assembling and reordering facts or information without interpretation.

- *a. false
- b. true

33. i_01_26

Consider this research question: Should a new factory procedure be used? Which management function is the closest match?

- *a. Production
- b. HRM
- c. Marketing
- d. All functions

34. i_01_27

Consider this research aim: To help solve problems of absenteeism. Which management function is the closest match?

- a. Production
- *b. HRM
- c. Marketing
- d. All functions

35. i_01_28

Consider this research aim: To investigate new markets. Which management function is the closest match?

- a. Production
- b. HRM
- *c. Marketing
- d. All functions

36. i_01_29

Consider this research question: Do appraisals act as a motivator? Which management function is the closest match?

- a. Production
- *b. HRM
- c. Marketing
- d. All functions

37. i_01_30

Consider this research aim: To provide information for decision-making.

Which management function is the closest match?

- a. Production
- b. HRM
- c. Marketing
- *d. All functions

38. i_01_31

Business and management research is undertaking systematic research to find out things about business and management" (Saunders *et al.* 2009). Which of these does it concern?

- a. Human resources
- b. Production planning
- c. Marketing planning
- *d. All of the above
- e. None of these

39. i_02_01

Without a clear idea of what you want to research it is difficult to research it.

- a. false
- *b. true

40. i_02_02

Which of these is NOT an element of your capability to undertake a research project.

- *a. Your tutor's time
- b. Your skills
- c. Access to an organisation
- d. Interest in the topic

41. i_02_03

What is meant by "fresh insights" into a topic?

- a. A completely new idea
- b. Something which will never get out of date
- c. Insights into a topic by "fresh eyes"
- *d. None of the above

42. i_02_04

A symmetry of potential outcomes means that the project _____.

- a. Starts with a qualitative stage and ends with a qualitative stage
- b. Starts with a quantitative stage and ends with a quantitative stage

- *c. Will be valuable whatever the outcome
- d. Will be reliable whatever the outcome

43. i_02_05

Which of these is a good way to generate a potential research topic?

- *a. Choose a subject where you achieved good grades
- b. Copy a past project
- c. Make sure you focus on one idea only
- d. Choose what your friends are doing

44. i_02_06

It is a good idea to generate a range of ideas and develop them before choosing one in particular.

- a. false
- *b. true

45. i_02_07

It is unacceptable to take a previous study and repeat some aspects.

- *a. false
- b. true

46. i_02_08

Scanning the news media can help generate a research topic because _____.

- a. Newspapers report only important facts
- *b. Reports are likely to trigger ideas of current significance
- c. Academic review articles can be found here
- d. All of the above

47. i_02_09

Looking at past project titles, searching relevant sources and engaging in discussion is associated with what?

- a. Brainstorming
- b. Creative thinking
- *c. Rational thinking
- d. None of the above

48. i_02_10

The Delphi Technique is _____.

- a. A deep breathing and relaxation method to help you think clearly
- b. A way to review literature

- c. The name for examining your personal preferences
- *d. A systematic group question, answer and suggestion session

49. i_02_11

Creative thinking is a technique for generating and refining research ideas.

- a. false
- *b. true

50. i_02_12

Once a good research topic has been chosen it should not be revisited or refined.

- *a. false
- b. true

51. i_02_13

Practicality should not be an attribute of a good research topic.

- *a. false
- b. true

52. i_02_14

Which of these is most likely to be a problem if your employer asks you to research an organisational problem for your project?

- a. You may not have time
- b. You will have too much information
- *c. You may not be interested in the problem
- d. You will not pass your course

53. i_02_15

"How does binge drinking at weekends affect employee performance?" This is _____.

- *a. A research question
- b. A research objective
- c. Both
- d. None

54. i_02_16

What is the difference between *research questions* and *research objectives*?

- a. One of these is proposed by a supervisor
- *b. The wording of one is likely to be more specific than the other