**TRUE/FALSE**

1. Research attempts to provide accurate information in order to reduce uncertainty in decision-making.

ANS: T

2. A Researcher needs to be objective in order to provide accurate information.

ANS: T

3. The term “research” means “to search again.”

ANS: T

4. Research cannot be conducted by organizations that are not businesses.

ANS: F

5. The procedures and techniques used by applied researchers and basic researchers differ substantially.

ANS: F

**TRUE/FALSE**

1. The purpose of exploratory research is to provide conclusive evidence for a particular action.

ANS: F

2. Descriptive research can be a useful way to segment target markets.

ANS: T

3. Descriptive studies provide causal evidence.

ANS: F

4. Exploratory research is typically conducted at the early stages of decision-making.

ANS: T

5. Survey research is conducted as part of a descriptive research study.

ANS: T

6. Exploratory research is intended to provide conclusive research answers to questions of fact.

ANS: F

7. Exploratory research typically provides good-quality quantitative data.

ANS: F

8. The focus of qualitative research is on producing "numbers" that can be used in statistical tests.

ANS: F

9. Exploratory research does not involve rigorous statistical analysis or results.

ANS: T

10. The purpose of quantitative research is to determine the amount of some phenomenon in terms of "numbers."

ANS: T

**TRUE/FALSE**

1. Ethical questions about Research are really philosophical questions.

ANS: T

2. The rights of each respondent in a research study are accompanies by a corresponding obligation on the part of the researcher in that study.

ANS: T

3. The obligation on the part of the researcher to protect the identity of an individual research respondent is a matter of confidentiality.

ANS: T

**TRUE/FALSE**

1. The definition of the problem determines the purpose of the research and the research design.

ANS: T

2. The problem definition stage is the easiest stage of the Research process.

ANS: F

3. When a difference exists between the current state of affairs and the preferable state of affairs, we say that a problem exists.

ANS: T

4. One of the best ways to identify the symptoms of a problem is to interview key decision-makers in the organization.

ANS: T

5. In the typical business situation, the decision maker has not clearly defined his objectives for research when the Researcher is brought into the situation.

ANS: T

**TRUE/FALSE**

1. Secondary data are collected at a time period before the current project.

ANS: T

2. A disadvantage to secondary data is that they were not designed specifically to meet the objectives of the current project.

ANS: T

3. A disadvantage of secondary data is that the current researcher has no control over the accuracy of the data.

ANS: T

4. A researcher should always evaluate the professional reputation of the organization that has gathered secondary data in terms of evaluating the quality of the data.

ANS: T

5. Fact-finding is the most complicated form of secondary data analysis.

ANS: F

**TRUE/FALSE**

1. The purpose of survey research is to collect secondary data.

ANS: F

2. Survey research collects primary data that are collected for the specific current research project.

ANS: T

3. The people who answer survey questions are called respondents.

ANS: T

4. Survey data are always quantitative, and never qualitative.

ANS: F

5. Most survey research is descriptive research.

ANS: T

6. The presence of an interviewer typically increases the response rate over what typically happens in a mail survey.

ANS: T

7. Personal interviews are typically less costly per respondent than telephone surveys.

ANS: F

8. Commercial Research organizations conduct more interviews in shopping malls than they do door-to-door.

ANS: T

9. Speed of data collection is one of the advantages of phone interviews.

ANS: T

10. The Internet is an example of an electronic interactive medium.

ANS: T

**TRUE/FALSE**

1 Attitudes cannot be observed.

ANS: T

2. Researchers can observe people or events with human observers or with machines.

ANS: T

3. Observation data that is recorded by a human observer should be recorded when the observed behavior takes place, and not at a later time.

ANS: T

4. The results of observation studies can provide complementary evidence, along with other measures, for a respondent's "true feelings."

ANS: T

5. In observation studies, it is normally not necessary to ask a person who is being observed to state his or her gender, since that characteristic can be observed.

ANS: T

**MULTIPLE CHOICE QUESTIONS**

1. Information obtained from Research can be used to:

|  |  |
| --- | --- |
| a. | Evaluate activities. |
| b. | Monitor performance. |
| c. | Identify opportunities. |
| d. | All of the above. |

ANS: D

2. The systematic and objective process of generating information to improve decisions is the essence of:

|  |  |
| --- | --- |
| a. | Research. |
| b. | Relationship marketing. |
| c. | Basic research. |
| d. | none of the above |

ANS: A

3. Which of the following is an important aspect of the Research process?

|  |  |
| --- | --- |
| a. | Designing a method for data collection |
| b. | Determining what information is needed to make a decision |
| c. | Analyzing the results of a research study |
| d. | All of the above |

ANS: D

4. Research that tries to verify a theory or to learn more about a concept but which is not intended to solve a particular problem is the essence of:

|  |  |
| --- | --- |
| a. | Performance-monitoring research. |
| b. | Basic research. |
| c. | Total quality management. |
| d. | The scientific method. |

ANS: B

5. In terms of Research, the \_\_\_\_\_\_ important a decision is strategically to the organization, the \_\_\_\_\_\_ likely that research will be undertaken.

|  |  |
| --- | --- |
| a. | less; more |
| b. | more; more |
| c. | more; less |
| d. | none of the above |

ANS: B

**MULTIPLE CHOICE QUESTIONS**

1. Which of the following is an important activity for a Researcher who is trying to make an important decision?

|  |  |
| --- | --- |
| a. | Determining what information is needed |
| b. | Recognizing the nature of the problem |
| c. | Identifying information that is already available |
| d. | All of the above |

ANS: D

2. Which type of research is being conducted when an experiment asks: "Will consumers purchase more of our brand if we change the package design?"

|  |  |
| --- | --- |
| a. | Causal research |
| b. | Exploratory research |
| c. | Pilot study research |
| d. | Descriptive research |

ANS: A

3. What type of research is being conducted to answer the question: "Can we describe the age, gender, and income of our typical purchaser?"

|  |  |
| --- | --- |
| a. | Exploratory research |
| b. | Focus group research |
| c. | Descriptive research |
| d. | Causal research |

ANS: C

4. What type of research is being conducted to answer the question: "Would this target market be interested in this type of new product?"

|  |  |
| --- | --- |
| a. | Causal research |
| b. | Exploratory research |
| c. | Situation analysis research |
| d. | Descriptive research |

ANS: B

5. What type of research is being conducted to answer the question: "Which standard features would our target market prefer in our new car model?"

|  |  |
| --- | --- |
| a. | Exploratory research |
| b. | Situation analysis research |
| c. | Causal research |
| d. | Descriptive research |

ANS: D

6. Which of the following is the first stage of the Research process?

|  |  |
| --- | --- |
| a. | Research design |
| b. | Defining the research objectives |
| c. | Data analysis |
| d. | Sampling |

ANS: B

7. Which of the following is a purpose of the research task?

|  |  |
| --- | --- |
| a. | To evaluate the success of current activities |
| b. | To define a opportunity |
| c. | To clarify a problem |
| d. | All of the above |

ANS: D

8. Which of the following is an example of an exploratory research activity?

|  |  |
| --- | --- |
| a. | Talking with knowledgeable wholesalers and retailers |
| b. | Informal investigation of the situation |
| c. | Attempting to discover existing studies on the topic |
| d. | All of the above |

ANS: D

9. All of the following are examples of exploratory research techniques EXCEPT:

|  |  |
| --- | --- |
| a. | Previous research. |
| b. | Pilot studies. |
| c. | Case studies. |
| d. | Experimentation. |

ANS: D

**MULTIPLE CHOICE QUESTIONS**

1. In a personal interview, a respondent who replies: "I do not want to answer that question about my income last year" is exercising which right in a research study?

|  |  |
| --- | --- |
| a. | The right to privacy |
| b. | The right to be informed |
| c. | The right of informed consent |
| d. | The right to terminate the interview at any time |

ANS: A

2. The idea that the research has the obligation to protect the anonymity of the respondent in a research study refers to the respondent's:

|  |  |
| --- | --- |
| a. | Right to be informed. |
| b. | Right to terminate the interview at any time. |
| c. | Right to confidentiality. |
| d. | Right to refuse to participate in the research study. |

ANS: C

3. When a respondent refuses to answer an interviewer's question in a research study, the respondent is exercising his right to:

|  |  |
| --- | --- |
| a. | Be informed. |
| b. | Privacy. |
| c. | Refuse to participate in a research study. |
| d. | Confidentiality. |

ANS: B

4. The obligation on the researcher to protect the identity of the respondent from those outside of the research department is known as the right to:

|  |  |
| --- | --- |
| a. | Privacy. |
| b. | Be informed. |
| c. | Confidentiality. |
| d. | Refuse to participate in the research study. |

ANS: C

5. The right of the respondent to decide whether or not to go along with a researcher's request is known as the respondent's right to:

|  |  |
| --- | --- |
| a. | Confidentiality. |
| b. | Refuse to participate in the research study. |
| c. | Privacy. |
| d. | Informed consent. |

ANS: C

**MULTIPLE CHOICE QUESTIONS**

1. Which of the following is the first stage of the problem definition process?

|  |  |
| --- | --- |
| a. | Determining the unit of analysis |
| b. | Identifying the problem, not the symptoms of the problem |
| c. | Identify key symptoms in the situation |
| d. | Determining the relevant variables |

ANS: C

2. Which of the following is the last stage of the problem definition process?

|  |  |
| --- | --- |
| a. | State the hypotheses and the research questions |
| b. | Determine the relevant variables |
| c. | Determine the unit of analysis |
| d. | Understand the background of the problem |

ANS: A

3. The first stage in the research process is:

|  |  |
| --- | --- |
| a. | Stating the hypotheses of the study. |
| b. | Stating the objectives of the study. |
| c. | Problem definition. |
| d. | Defining the unit of analysis. |

ANS: C

4. The problem definition process in Research begins with the:

|  |  |
| --- | --- |
| a. | Identification of key symptoms. |
| b. | Statement of the research questions. |
| c. | Isolation of the problem, not the symptoms of the problem. |
| d. | Determination the unit of analysis. |

ANS: A

5. A preliminary study of background information that led up to the current situation is called a(n):

|  |  |
| --- | --- |
| a. | The iceberg principle. |
| b. | Hypothesis. |
| c. | Dependent variable. |
| d. | Situation analysis. |

ANS: D

6. What type of variable is "gender?"

|  |  |
| --- | --- |
| a. | Continuous variable |
| b. | Dummy variable |
| c. | Dependent variable |
| d. | Categorical variable |

ANS: D

7. What type of variable is "dollar sales volume?"

|  |  |
| --- | --- |
| a. | Continuous variable |
| b. | Independent variable |
| c. | Categorical variable |
| d. | Classificatory variable |

ANS: A

8. In the statement: "Years of sales experience is an important variable in predicting unit sales performance," what type of variable is "years of experience?"

|  |  |
| --- | --- |
| a. | Dependent variable |
| b. | Continuous variable |
| c. | Categorical variable. |
| d. | Classificatory variable |

ANS: B

9. A statement such as: "If we increase price five percent, sales will likely drop eight percent," is an example of a (n):

|  |  |
| --- | --- |
| a. | Hypothesis. |
| b. | Dependent variable. |
| c. | Problem definition. |
| d. | Research objective. |

ANS: A

**MULTIPLE CHOICE QUESTIONS**

1. Which of the following can be the focus of qualitative research studies?

|  |  |
| --- | --- |
| a. | Stories |
| b. | Observations |
| c. | Interpretations |
| d. | All of the above |

ANS: D

2. All of the following are primary purposes of exploratory research EXCEPT:

|  |  |
| --- | --- |
| a. | Discovering new ideas. |
| b. | Providing conclusive evidence. |
| c. | Diagnosing a situation. |
| d. | Screening alternatives. |

ANS: B

3. When a focus group discussion is used to try to reduce the number of alternative new product ideas, it has the purpose of:

|  |  |
| --- | --- |
| a. | Screening alternatives. |
| b. | Discovering new ideas. |
| c. | Providing conclusive evidence. |
| d. | Diagnosing a situation. |

ANS: A

4. Research that is conducted to clarify the nature of a research problem is called \_\_\_\_\_\_\_\_ research.

|  |  |
| --- | --- |
| a. | exploratory |
| b. | judgmental |
| c. | descriptive |
| d. | convenience |

ANS: A

5. An Internet focus group is called a(n) \_\_\_\_\_\_\_\_ focus group session.

|  |  |
| --- | --- |
| a. | case |
| b. | online |
| c. | concept |
| d. | projective |

ANS: B

**MULTIPLE CHOICE QUESTIONS**

1. Obtaining secondary data is typically \_\_\_\_\_\_ and \_\_\_\_\_\_ expensive than obtaining primary data.

|  |  |
| --- | --- |
| a. | faster; more |
| b. | slower; more |
| c. | faster; less |
| d. | slower; less |

ANS: C

2. When a marketing manager reads Business Week to try to determine changes in consumer behavior, this is a form of:

|  |  |
| --- | --- |
| a. | Environmental scanning. |
| b. | Model building. |
| c. | Database marketing. |
| d. | Data mining. |

ANS: A

3. Discovering that "the deluxe combination" is the most popular type of frozen pizza consumed is an example of:

|  |  |
| --- | --- |
| a. | Fact-finding. |
| b. | Model building. |
| c. | Data mining. |
| d. | Database marketing. |

ANS: A

4. Tracking a product line's market share over the past six months is an example of:

|  |  |
| --- | --- |
| a. | Trend analysis. |
| b. | Model building. |
| c. | Data mining. |
| d. | Push technology. |

ANS: A

5. Reading The Wall Street Journal every day in order to try to discover new trends in consumer behavior is an example of:

|  |  |
| --- | --- |
| a. | Data mining. |
| b. | Environmental scanning. |
| c. | Model building. |
| d. | Data conversion. |

ANS: B

**MULTIPLE CHOICE QUESTIONS**

1. A survey can collect information using which of the following techniques?

|  |  |
| --- | --- |
| a. | Telephone |
| b. | Face-to-face interviews |
| c. | Mail |
| d. | All of the above |

ANS: D

2. Which of the following is a common objective of survey research?

|  |  |
| --- | --- |
| a. | To measure consumer attitudes toward a product |
| b. | To describe consumer purchase behavior |
| c. | To identify characteristics of target market segments |
| d. | All of the above |

ANS: D

3. Which of the following can be the target of survey research techniques?

|  |  |
| --- | --- |
| a. | Wholesalers |
| b. | Retailers |
| c. | Target market consumers |
| d. | All of the above |

ANS: D

4. Compared to personal interviews, surveys typically are:

|  |  |
| --- | --- |
| a. | Less expensive. |
| b. | More accurate. |
| c. | More efficient. |
| d. | All of the above. |

ANS: D

5. When a research study is not conducted according to the plan in the proposal for the research study, we say that \_\_\_\_\_ has occurred.

|  |  |
| --- | --- |
| a. | Random sampling error. |
| b. | Systematic error. |
| c. | Respondent error. |
| d. | Interviewer error. |

ANS: B

**MULTIPLE CHOICE QUESTIONS**

1. Which of the following is an example of interactive media for surveys?

|  |  |
| --- | --- |
| a. | The Internet |
| b. | Touch-tone telephone systems |
| c. | Touch-screen interactive kiosks in shopping malls |
| d. | All of the above |

ANS: D

2. A personal interview may be conducted in which of the following locations?

|  |  |
| --- | --- |
| a. | A respondent's home |
| b. | Shopping malls |
| c. | Telephone |
| d. | All of the above |

ANS: D

3. If the respondent's answer is too vague during a personal interview, and the interviewer says: "What do you mean by 'it tastes good'?", this is an example of a(n):

|  |  |
| --- | --- |
| a. | Probe. |
| b. | Pretest. |
| c. | Callback. |
| d. | Mixed-mode survey. |

ANS: A

4. "Can you tell me more about what you mean by that?" is an example of:

|  |  |
| --- | --- |
| a. | A mall intercept |
| b. | A self-administered questionnaire. |
| c. | A probe |
| d. | The drop-off method |

ANS: C

5. One of the disadvantages of personal interviews is called "interviewer influence." Which of the following is an example of this type of problem?

|  |  |
| --- | --- |
| a. | The interviewer's tone of voice |
| b. | The interviewer's appearance |
| c. | The way the interviewer rephrases a question |
| d. | All of the above |

ANS: D

**MULTIPLE CHOICE QUESTIONS**

1. Observing a person's television viewing habits is an example of what type of observation?

|  |  |
| --- | --- |
| a. | Verbal records. |
| b. | Expressive behavior |
| c. | Physical actions |
| d. | Physical objects |

ANS: C

2. All of the following cannot be observed EXCEPT:

|  |  |
| --- | --- |
| a. | Intentions. |
| b. | Attitudes. |
| c. | Verbal behavior. |
| d. | Feelings. |

ANS: C

3. Observing the movement of a shopper in a supermarket is an example of what type of observation?

|  |  |
| --- | --- |
| a. | Mall interception. |
| b. | Verbal behavior. |
| c. | Physical actions. |
| d. | Expressive behavior. |

ANS: C

4. Using a stopwatch to determine the average waiting time for a customer at a drive-through location at McDonald's is an example of what type of observation?

|  |  |
| --- | --- |
| a. | Verbal behavior |
| b. | Temporal pattern |
| c. | Physical action |
| d. | Physical objects |

ANS: B

5. The bar codes on packages read by laser scanners at Wal-Mart represent what type of observation?

|  |  |
| --- | --- |
| a. | Verbal behavior |
| b. | Temporal patterns |
| c. | Spatial relations |
| d. | Verbal records |

ANS: D

6. Interviews with respondents that take place in shopping malls are called:

|  |  |
| --- | --- |
| a. | Pretesting. |
| b. | Mall intercepts interviews. |
| c. | The drop-off method of surveys. |
| d. | Callbacks. |

ANS: D

7. When a respondent chooses the time during which she will answer survey questions sent through the mail, this is called a(n):

|  |  |
| --- | --- |
| a. | Self-administered questionnaire. |
| b. | Personal interview. |
| c. | Mall intercept interview. |
| d. | Phone survey. |

ANS: A

8. Researchers can distribute surveys:

|  |  |
| --- | --- |
| a. | By mail. |
| b. | By placing them in hotel rooms on the desk. |
| c. | By inserts in packages. |
| d. | by all of the above |

ANS: D

9. Which of the following has typically been shown to produce the highest response rates in mail surveys as an incentive for participation in the study?

|  |  |
| --- | --- |
| a. | An enclosed ball-point pen |
| b. | A monetary incentive |
| c. | A lottery ticket |
| d. | All of the above are equally effective. |

ANS: B

10. For mail surveys, the \_\_\_\_\_\_ attempts made to try to obtain a returned survey from a potential respondent, the \_\_\_\_\_\_ their chance of their responding to the survey.

|  |  |
| --- | --- |
| a. | more; less |
| b. | fewer; greater |
| c. | more; greater |
| d. | none of the above |

ANS: C

11. Which of the following is an advantage of including a survey within an e-mail?

|  |  |
| --- | --- |
| a. | Lower distribution costs than a mail survey |
| b. | Faster turnaround time than a mail survey |
| c. | Faster speed of distribution |
| d. | All of the above |

ANS: D

12. A trial run of a survey with a group of respondents who are representative of the target group for the survey is called a(n):

|  |  |
| --- | --- |
| a. | Callback. |
| b. | Pretest. |
| c. | Drop-off method. |
| d. | All of the above. |

ANS: B

13. A pretest of a survey can help to uncover which of the following potential problems?

|  |  |
| --- | --- |
| a. | Leading questions |
| b. | Unclear wording of questions |
| c. | Bias due to question sequence |
| d. | All of the above |

ANS: D

1. The characteristic of scientific research which suggests that the results of the tests of research objectives should be supported again and again when the same type of research is repeated in other, similar circumstances is called:
   1. Precision
   2. Objectivity
   3. **Replicability**
   4. Parsimony
   5. Purposiveness
2. The characteristic of scientific research which suggests that the conclusions drawn from the interpretation of the results of data analysis should be based on the facts derived from the findings from actual data, and not based on subjective or emotional values is called:
   1. Precision
   2. **Objectivity**
   3. Replicability
   4. Parsimony
   5. Purposiveness
3. The characteristic of scientific research that refers to how close the findings, based on a sample, are to reality is called:
   1. **Precision**
   2. Objectivity
   3. Rigour
   4. Parsimony
   5. Purposiveness
4. The characteristic of scientific research that refers to the applicability of the research findings in one organizational setting to other settings is called:
   1. Precision
   2. **Generalisability**
   3. Rigour
   4. Parsimony
   5. Purposiveness
5. In research, an idea that is expressed as a symbol or in words is called a/n
   1. **Concept**
   2. Construct
   3. Phenomenon
   4. Opinion
   5. Fact
6. The research method that is based on the belief that humans are complex, somewhat unpredictable beings is called:
   1. Quantitative research
   2. Applied research
   3. Idiosyncratic research
   4. **Qualitative research**
   5. Imperialistic research
7. The process by which the researcher begins with a theoretical proposition and then moves towards concrete empirical evidence is called:
   1. Reductive reasoning
   2. Applied reasoning
   3. **Deductive reasoning**
   4. Qualitative reasoning
   5. Inductive reasoning

**Short Answer Question;**

1. **In your own words define research and define its tasks.**

This question requires students to provide their own, unique answer. The definition of research is: “The systematic and objective process of gathering, recording, and analyzing of data for aid in decision making.” Whatever definition the students give, their answers should include the concepts that information is crucial to reduce uncertainty and that the purpose of research is to facilitate decision making.

1. **What is the difference between applied and basic research?**

Basic or pure research attempts to expand the limits of knowledge. It is of a theoretical nature because it does not attempt to solve a particular problem as applied research does. Both basic and applied research methods utilize the scientific method and the same methodologies.

1. **Classify each of the following examples as basic or applied research.**

a. A researcher investigates whether different part of a manger’s brain (e.g. right versus left hemisphere) is active during different kinds of managerial decision-making.

### Basic research

b. A researcher investigates consumers’ attitudes toward a prototype of an innovative type of product, a home Cleaning kit for use on clothes that require dry cleaning.

### Applied research

c. A researcher investigates 5 personality traits to see if they can explain the purchasing behavior of automobile buyers.

### Basic research

1. **Discuss how research can be used in each stage of the decision making process.**

Decision making associated with the development and implementation of a strategy involves three interrelated stages:

1. Identifying the existence of problems or opportunities
2. Diagnose and Assessment
3. Selection and implementation of a course of action
4. Evaluating the course of action.

The value of research is that it can provide information to reduce the decision-makers uncertainty in any of these stages of the decision making process.

1. **For each of the situations below, decide whether the research should be exploratory, descriptive, or causal?**

**A) Establishing the functional relationship between advertising and sales.**

Causal research; Establishing the functional relationship between advertising and sales is the project’s goal. It attempts to predict what would happen to sales if a change in advertising occurred. After the causal variable is manipulated, the researcher observes the effect on sales.

**B) Investigating reactions to the idea of a new method of defense budgeting.**

Exploratory research; this study will portray the initial reaction of citizens to this new method. The “how” question is explored, Depending on the nature of the problem definition, this study could be descriptive.

**C) Identifying target market demographics for a shopping center.**

Descriptive research; this study portrays the characteristics of the population who will buy what is identified.

**D) Estimating prices for IBM stock two years in the future.**

Descriptive research; This research attempts to describe the future behavior of a particular corporation’s stock price (Possibly causal research if there is an attempt made to establish a functional relationship between stock price and some other variable, say, disposable personal income.)

1. **Why is the problem definition stage probably the most important stage in the research process?**

The text emphasizes that a problem well defined is a problem half solved. Careful attention to problem definition allows the researcher to set the proper research objectives. If little or no planning goes into the problem definition and research objectives, the data that is collected may be of little value.

1. **What research design seems appropriate for the following studies?**
2. **A manager notices that the number of grievances increases. The manager wishes to investigate this occurrence**.

The researcher probably should begin with some exploratory research. An initial investigation might be a review of the grievances and to see if there is any pattern or trend. If no pattern is evident, it seems likely there is a need to measure some more general issues such as job satisfaction. This may require future exploratory research, perhaps a focus group with employees, or some other activity.

1. **D) A financial analyst is concerned with whether load versus no-load mutual funds have higher yields.**

This would clearly be a secondary data study. Plenty of data exists in the library and in financial newspapers such as The Wall Street Journal that could be used to answer this question.

1. **E) A corporation is concerned with judging the quality of its college graduate recruitment program.**

In this case a survey probably can be conducted without exploratory research. The questionnaire could be a relatively standard questionnaire designed to obtain descriptive information concerning student recruitment and satisfaction with the company’s program.

1. **An academic researcher wishes to determine if the United States is losing its competitive edge in world trade.**

Most likely this will be a secondary data study. The European Management Forum, an independent research organization, accessed 200 trade strengths and general economic factors in 16 western European nations, the United States, and Canada. After analysis of the statistical data, the forum ranked Japan first on overall export competitiveness and the United States second.

1. **Why are ethical questions philosophical questions?**

Ethical situations are defined by societal norms, which are codes of behavior. However, there is no general agreement about many ethical dilemmas when two norms about rights and obligations come in conflict with each other.

1. **What is the iceberg principle?**An analogy can be made between an iceberg and problem definition. Only 10 percent of an iceberg is above the surface of the water and 90 percent is submerged. The dangerous part of many problems, like the submerged portion of the iceberg, is neither visible to, nor understood by managers. If the submerged portions of the problem are omitted from the problem definition (and subsequently from the research design) the decision based on the research may be less than optimal.
2. **State a problem in your field of interest and list some variables that might be investigated to solve this problem**.

This answer will vary with the students’ field of interest. However, a manufacturer may be concerned with the Japanese use of quality circled in their production processes. The manufacturer may be thinking about implementing such a program in its production areas. The terms quality circled and, undoubtedly, effectiveness, morale, and some other variables may be investigated. Other organizational studies may investigate what motivates employees. A hypothesis might be that social rewards, such as recognition, are a powerful motivator, more so than monetary rewards. In this case social rewards and monetary rewards are the variables that must be investigated.

1. **What purposes does a research proposal serve?**

The research proposal serves the same purpose as any proposal in that it outlines what will be performed at what price and what time period. However, more importantly, the research proposal helps clarify what must be done to accomplish the research objectives. Furthermore, by going through a plan for the step-by-step procedure that must be taken for the research project, the researcher helps to clarify the nature of the research problem and the research objectives. It is generally iteration or a rethinking of the series of steps that helps determine exactly what will be done.

1. **What role should managers play in development of a research proposal?**

The manager plays a vital role in the definition of the problem. He or she should work with the researcher to determine exactly what the problem is and play a role in determining what resources and how much time is necessary to accomplish the overall objective.

1. **What benefits can be gained from case studies? What dangers, if any, are there in using case studies? In what ways are they useful?**

Case studies normally portray extremely good or extremely bad examples. If one's situation is similar to the case study, an in-depth investigation of one situation may allow the research to glean considerable information and gain many insights. The major danger is that the situation in the case may not be typical. Making the assumption that one situation is the same as another can be extremely hazardous.

1. **“Individuals are less willing to cooperate with surveys today than they were 15 years ago.” Comment on this statement.**

The research activities have grown considerably in recent years. This is a trend that continues today. The growth of telemarketing is another factor that adds to the cooperation problem. With this increased frequency of request for research, many individuals could become less willing to cooperate.

1. **A multinational fast-food corporation plans to locate a restaurant in Muscat, Oman. Secondary data is outdated. Using observation, how might you determine the best location?**

This was an actual problem. Researchers solved it utilizing aerial photography. After the photographs were developed and enlarged, a physical counting of houses in the particular areas took place. This gave an indication of the relative influence and population density of the areas.

**Long Answer question;**

1. **Describe a situation in which research is not needed and one in which research is needed. What factors differentiate between the two situations?**

Students will come up with a variety of answers. The typical situation where research is not needed will be a situation that is relatively routine, or will be a situation where a decision is needed urgently (where no time is available for research). Situations where research is needed will be characterized as major decisions where capital expenditures have to be made (e.g., a new product is going to be launched). These situations will be characterized by plenty of time and the value of the information will exceed the cost. Basically the criteria will follow those shown in the section “When is research needed?” including time constraints, availability of the data, nature of the decision, and benefit versus costs.

1. **Comment on the following statements**:
2. **“The best researchers are prepared to rethink and rewrite their proposals.”**

This statement is definitely true. Research proposals are prepared to make sure there is an agreement between the researcher and the manager. In many cases the first proposal is accepted and there is no disagreement. However, after the initial proposal has been submitted it is not uncommon to revise research objectives and/or research design before the actual research is conducted. In many cases the managers have not clearly identified what information they want. They communicate a vague need to the researchers. When the manager finally sees the research design in black and white with the anticipated outcomes of the research specified, they realize that this is not what they want. In other situations, the researcher misunderstands what the manager wants and designs a study that is not adequate. The best researchers revise their proposals to satisfy their clients’ needs.

1. **“The client’s signature is an essential element of the research proposal.”**

This statement suggests one purpose of a research proposal is to put down in writing exactly what the researcher will do for the client. In other words, when the client signs the proposal it indicates that this is a contract for the research. For example, it indicates that the client agrees to the number of individuals to be sampled. This aspect of the proposal avoids a potential problem during the presentation of the results, namely having someone who disagrees with the results saying “Isn’t that sample too small?”

1. **What is the function of a focus group? What are the advantages and disadvantages of a focus group interview?**

The function of a focus group is the identification of the opinions, feelings, and convictions of participants toward a specified topic. These opinions are developed through an unstructured, free-flowing interview process. The primary advantages of a focus group interview are that such research is fast, easy, and inexpensive. A focus group interview is also much more flexible than a typical survey, in that numerous topics can be discussed.

The moderator is crucial to the success of the focus group interview. This person must not allow participants to be affected by the actions of a dominant member. Interpretation of the information received is largely subjective, thus increasing the possibility of bias. The small number of participants may not accurately reflect the larger population. Such exploratory research is generally successful if it clarifies problems which will be tested in future research.

1. **What type of communications medium would you utilize to conduct each of the following surveys:**

**A) Survey of the achievement motives of industrial engineers.**

A personal interview conducted by a professional interviewer is probably the most likely type of communication medium. Industrial engineers are busy individuals. The presence of an interviewer will generally increase participation among professional groups. The answers to questions may be complex and considerable probing may be necessary. Depending upon the nature of the questions, props may be necessary.

**B) Survey of the satisfactions of rental car users.**

Most likely this will be a mail survey, possibly on a postcard. The source of rent-a-car users and their addresses is provided on the rent-a-car contract, thus the mail survey is highly feasible. The satisfaction measure probably can be checked in a simplified fashion. The questionnaire merely states, “Thank you for renting from Budget. We are extremely interested in your opinion of our services. Your comments and suggestions will be appreciated.” The remainder of the postcard provides room for respondents' comments.

**C) Survey of television commercial advertising awareness.**

Most likely this will be a telephone survey during the program or within 24 hours after a certain program has been broadcast. Using central location interviewing, program viewers can be quickly contacted at a relatively low cost.

**D) Survey of top corporate executives.**

This is a difficult question to answer. The survey's objectives will dictate this answer. However, telephone interviewing often is not the best way to contact corporate executives. These calls are very easily screened by secretaries. Busy executives may fail to return calls unless they are highly interested in the topic or agency sponsor. Personal interviews may be the best method to gain access. Participation generally will be higher with the personal interview. However, mail surveys may allow the executive to fill out the questionnaire at his own pace.

1. **Do the stages in the research process follow the scientific method?**

Broadly characterized the scientific method is a set of techniques and procedures that are utilized to know and understand phenomena. Individuals observe facts and usually state a prior conception of the nature of a given phenomenon. Then, empirical evidence is gathered and analyzed to confirm or disprove prior conceptions. Testing these prior conceptions or hypotheses may lead to the establishment of general laws about the phenomena. These stages in the research process, (1) problem definition, (2) planning a research design, (3) planning a sample, (4) data collection, (5) data analysis, and (6) conclusions and report preparation, illustrate that a scientific process is occurring. The problem is defined on the basis of observation. A study is designed so that empirical evidence may be collected and conclusions may be drawn about this problem.

1. **Why is knowledge of forward and backward linkages in the research process important?**

The research process in actual practice does not follow a rigid format. Someone may determine their research objectives, and then begin the work on the research plan. After decisions have been made about questionnaire design, the researcher may have had some new ideas for additional objectives for the research. Researcher’s thinking goes back and forth from the various stages during the proposal writing process.

The stages in the research process overlap chronologically and are functionally interrelated. If it is known that data will be analyzed by computer, then computer coding requirements are included in the questionnaire design. Furthermore, the knowledge of the type of analysis that will be conducted will influence the research objective. For example, if the researchers know that they have a computer that can cross tabulate data then hypotheses about differences between men and women or other groups may be made as part of the research objectives.

In your own field of interest, which research design (surveys, observation studies, experiments, or secondary data studies) is the most popular?

This answer will, of course, vary with each student’s field of interest. Students of finance may tend to say secondary data studies more often than the other research designs. Management students may tend to indicate that surveys and experiments are most common. However, the instructor should take the opportunity to discuss that the problem and the nature of the problem should dictate the research design, and that any field may use any of these particular techniques.

1. **Identify the rights and obligations of researchers, clients, and subjects of research.**

The answer to this question is contained in the chapter outline. The general topic areas are:

RIGHTS AND OBLIGATIONS OF THE RESPONDENT

A. The Obligation to Be Truthful

B. Privacy

C. Deception

D. The Right to Be Informed

RIGHTS AND OBLIGATIONS OF THE RESEARCHER

A. The Purpose of the Research Is Research

B. Objectivity

C. Misrepresentation Research

D. Protect the Right to Confidentiality of Both Subjects and Clients

E. Dissemination of Faulty Conclusions

F. Research Proposals

RIGHTS AND OBLIGATIONS OF THE CLIENT SPONSOR (USER)

A. Ethics between Buyer and Seller

B. An Open Relationship with Research Suppliers

C. An Open Relationship with Interested Parties

D. Privacy

E. Commitment to Research

F. Pseudo-Pilot Studies

1. **What are the advantages and disadvantages of focus group interviews?**

As with all forms of exploratory research, when a researcher has a limited amount of experience with or knowledge about a research issue, focus group interviews are a useful preliminary step that helps ensure that a more rigorous, more conclusive future study will not begin with an inadequate understanding of the nature of the management problem. The findings discovered through focus groups leads the researchers to emphasize learning more about the particulars of the findings in subsequent conclusive studies.

There are four primary advantages of the focus group:

1. it allows people to discuss their true feelings and convictions
2. it is relatively fast
3. it is easy to execute and very flexible
4. it is inexpensive. One disadvantage is that a small group of people, no matter how carefully they are selected, will not be representative. Specific advantages of focus group interviews have to be categorized as follows:
5. Synergism: the combined effort of the group will produce a wider range of information, insights and ideas than will the cumulation of separately secured responses.
6. Snowballing: a bandwagon effect occurs. One individual often triggers a chain of responses from the other participants.
7. Stimulation: respondents want to express their ideas and expose their opinions as the general level of excitement over the topic increases.
8. Security: the participants are more likely to be candid because they soon realize that the things said are not being identified with any one individual.
9. Spontaneity: people speak only when they have definite feelings about a subject; not because a question requires an answer.
10. Specialization: the group interview allows the use of a more highly trained moderator because there are certain economies of scale when a large number of people are “interviewed” simultaneously.
11. Scientific scrutiny: the group interview can be taped or even videoed for observation. This affords closer scrutiny and allows the researchers to check for consistency in the interpretations.
12. Structure: the moderator, being one of the groups, can control the topics the group discusses.
13. Speed: a number of interviews are, in effect, being conducted at one time.
14. **What are the advantages and disadvantages of observation studies compared to surveys?**

Observation may provide data without distortions due to self report. If the researchers use unobtrusive observations, people will be acting naturally, rather than artificially to please an interviewer. The researcher does not need to rely on the respondent’s memory. Hence, data about activities, such as how long a person spent shopping, may be more accurate. Further, because there is no interviewer asking questions, there is no subjectivity associated with a respondent giving socially desirable answers. Thus, a fieldworker inspecting a pantry will record the actual brand purchase not an answer that a prestige brand is purchased (when it is not). Although there is no interviewer, it is possible that there will be some subjectivity in recording observation data. Subjective perception operates in this area as well as in other areas of human activity.

Nonverbal messages may be recorded. Thus, data that cannot be verbally expressed can sometimes be obtained. Often observation is the only way to get the data (as in the collecting of competitive pricing information). And, in some circumstances certain data such as weather patterns may be obtained more quickly by observation than by any other technique.

The major disadvantage of the observation technique is that cognitive phenomena such as motivations, intentions, or attitudes cannot be observed. Further, only overt behavior of a short duration can be observed. Interpretation of the observation data may be difficult especially with nonverbal data.

1. **An observer cannot record all activities. Hence, the observation technique is limited in terms of the amount of detail that can be collected.**

Suggest some new uses for observation studies. Be creative.

A number of techniques have been utilized to unobtrusively measure magazine advertising readership. Researchers utilized small glue spots in the gutter of each magazine page spread, concluding that broken glue spots indicated exposure to the magazine. Using light-sensitive paper and inspecting for fingerprinting is another creative means of measuring magazine advertising readership.

A university researcher was interested in the content of children’s television advertising. The researcher had a videotape recorder available. She planned to investigate how much of the Saturday morning network time was spent advertising various products, like toys, cereals, snacks, etc., to children. In addition, the researcher was interested in knowing about the content of the commercials themselves. Were the commercials being fair to children who are more susceptible to persuasion than adults? What types of advertising approaches were utilized to reach children? The researcher observed these ads by recording the ads, then carefully analyzing the content. Students should be able to suggest many other creative uses of observation.

1. **Discuss how an observation study might be combined with a personal interview.**

Many studies utilize both interviews and observation. A survey conducted at a gasoline station may have an interviewer question the driver while his/her gasoline tank is being filled. To conserve time, the fieldworker might be instructed to observe variables such as sex, race, license plate (tag) number, etc. One interview/observation study investigated how selected living room furnishings would predict relative socioeconomic status of the household. During the course of a personal interview, respondents were required to fill out a self-administered questionnaire that took approximately ten minutes to complete. During this interval, the interviewer noted the contents and characteristics of respondent’s living room on a 53 item check list inventory. Objects had to be seen in the living room itself (e.g., a television in another room did not count, although almost all households possessed a television set). It is interesting to ask students, “What type of results would you expect from this study?”

1. **A publisher offers college professors one of a selection of four best selling mass market books as an incentive for filling out a ten-page mail questionnaire about a new textbook. What advantages and disadvantages does this incentive offer?**

The major advantage of any incentive is to increase mail survey response rates. Typically, publishers send out extremely long, boring questionnaires that ask professors to spend a great deal of time contemplating the nature of a particular course and then to evaluate ten or more textbooks. Because professors receive many of these questionnaires, their interest in filling out a questionnaire may be low. The book incentive, generally a ten to twelve dollar value, may stimulate a high rate of return. However, because the incentive is so high, it is more than just a token of appreciation. Some respondents may quickly provide superficial answers to the questionnaire just to receive this substantial incentive. Needless to say, this may cause considerable problems in the data analysis.

**TRUE/FALSE**

1. A field experiment is conducted in a natural setting such as a supermarket.

ANS: T

1. A measurement scale in which respondents are asked to rate different brands of tires as excellent, good, fair, or poor is an example of a nominal scale.

ANS: F

1. "Money" is an example of a ratio scale.

ANS: T

1. The most sophisticated form of data analysis for a nominal scale is the average of the scores.

ANS: F

1. Open-ended response questions are frequently used in exploratory research.

ANS: T

1. Order bias in questionnaire design frequently occurs when specific questions are asked before broader issues are explored.

ANS: T

1. Pretesting the questionnaire on a group of respondents who are similar to the target market can help the researcher to determine if respondents have difficulty understanding any of the questions.

ANS: T

1. The purpose of sampling is to estimate some characteristic of the population of interest.

ANS: T

1. Because Internet surveys can be accessed anytime (24/7) from anywhere, they can reach certain hard-to-reach respondents, such as business executives.

ANS: T

1. Nonprobability sampling techniques allow researchers to use statistical analysis procedures to project the data beyond the findings in the sample.

ANS: F

1. A list of all of the members of the St. Louis chapter of the American Psychological Association is an example of a sampling frame.

ANS: T

1. The standard deviation is the most helpful index of dispersion of a set of scores.

ANS: T

1. The normal distribution is also called "the normal curve."

ANS: T

1. Every research report is customized to fit the project it represents.

ANS: T

1. The limitations of the research study should be discussed in the research report.

ANS: T

1. Thorough preparation and practice for an oral presentation of a research report is one of the keys to an effective presentation.

ANS: T

1. An effective oral presentation of a research report should include adapting the report to fit the needs of the audience.

ANS: T

1. The purpose of hypothesis testing is to determine whether to accept or to reject the null hypothesis and the alternative hypothesis.

ANS: T

1. Rejecting the null hypothesis is equivalent to accepting the alternative hypothesis.

ANS: T

**MULTIPLE CHOICE QUESTIONS**

1. Which of the following is a possible independent variable in a research study?

|  |  |
| --- | --- |
| a. | Price |
| b. | Advertising dollar expenditures |
| c. | Taste of the product |
| d. | All of the above |

ANS: D

1. When an experiment is conducted on the premises of a research organization, this is an example of a(n):

|  |  |
| --- | --- |
| a. | static group design. |
| b. | laboratory experiment. |
| c. | field experiment. |
| d. | controlled store test. |

ANS: B

1. If subjects in the experimental group are administered the treatment in the afternoon and subjects in the control group are administered their treatment in the morning, this is an example of:

|  |  |
| --- | --- |
| a. | the maturation effect. |
| b. | repeated measures. |
| c. | systematic error. |
| d. | the history effect. |

ANS: C

1. "Any series of items that is progressively arranged according to value or magnitude into which an item can be placed according to its quantification" is the definition of:

|  |  |
| --- | --- |
| a. | a test-retest method. |
| b. | a split-half method. |
| c. | a scale. |
| d. | criterion validity. |

ANS: C

1. The Fahrenheit temperature scale is best described as an example of a(n) \_\_\_\_\_\_ scale.

|  |  |
| --- | --- |
| a. | ratio |
| b. | nominal |
| c. | interval |
| d. | ordinal |

ANS: C

1. When the same measurement instrument is administered to the subjects at two different points in time, this is an example of the \_\_\_\_\_\_ method of measuring reliability.

|  |  |
| --- | --- |
| a. | equivalent-forms |
| b. | split-half |
| c. | test-retest |
| d. | all of the above |

ANS: C

1. When a two-point scale (e.g. agree/disagree) is expanded to include five categories (e.g. strongly disagree, disagree, undecided, agree, strongly agree), we say that the \_\_\_\_\_\_\_\_ of the scale has been increased.

|  |  |
| --- | --- |
| a. | sensitivity |
| b. | reliability |
| c. | predictive validity |
| d. | none of the above |

ANS: A

1. When a researcher measures the reliability of an instrument by comparing the results of the odd-numbered questions with the results of the even-numbered questions, this is an example of \_\_\_\_\_ reliability.

|  |  |
| --- | --- |
| a. | test-retest |
| b. | split-half |
| c. | equivalent-forms |
| d. | criterion |

ANS: B

1. What type of scale is the following?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | The Mayor of St. Louis is doing a good job. | | | | |
|  |  |  |  |  |  |
|  | Strongly |  |  |  | Strongly |
|  | Agree | Agree | Neutral | Disagree | Disagree |

|  |  |
| --- | --- |
| a. | Semantic differential |
| b. | Constant-sum |
| c. | Thurstone |
| d. | Likert |

ANS: D

1. What type of scale is the following?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Now that you have driven your 2006 Honda Accord for six months, tell us how satisfied you are with the car's overall performance? | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |
|  | Very |  |  |  |  |  |  |  | Very |
|  | Satisfied | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Dissatisfied |

|  |  |
| --- | --- |
| a. | Numerical |
| b. | Category |
| c. | Likert |
| d. | Thurstone |

ANS: A

1. What type of scale is the following when women shoppers in New York City are asked to rate Macy's department store in terms of its women's apparel items?

|  |  |
| --- | --- |
|  | Macy's |
|  | +3 |
|  | +2 |
|  | +1 |
| Price |  |
|  | -1 |
|  | -2 |
|  | -3 |

|  |  |
| --- | --- |
| a. | Semantic differential |
| b. | Stapel |
| c. | Paired comparison |
| d. | Constant-sum |

ANS: B

1. Which type of scale is the following?

|  |  |
| --- | --- |
|  | \_\_\_\_ Satisfied |
|  | \_\_\_\_ Neither satisfied nor dissatisfied |
|  | \_\_\_\_ Dissatisfied |
|  | \_\_\_\_ Very dissatisfied |

|  |  |
| --- | --- |
| a. | Thurstone |
| b. | Unbalanced |
| c. | Paired comparison |
| d. | Balanced |

ANS: B

1. Which of the following scales is a type of fixed-alternative question?

|  |  |
| --- | --- |
| a. | Likert scale |
| b. | Stapel scale |
| c. | Semantic differential scale |
| d. | All of the above |

ANS: D

1. "In light of the current economic crisis, do you agree or disagree that the President of the United States is doing a good job of managing the economy?" is an example of what type of question?

|  |  |
| --- | --- |
| a. | Counterbalancing |
| b. | Order bias |
| c. | Double-barreled |
| d. | Loaded |

ANS: D

1. When a company decides to send an Internet survey to all of its 127-member sales force to determine their morale, this is an example of a(n):

|  |  |
| --- | --- |
| a. | cluster sample. |
| b. | multistage area sample. |
| c. | census. |
| d. | sample. |

ANS: C

1. Unlisted phone numbers that do not appear in the phone book create a type of what type of error in a research study that calls people listed in the phone book?

|  |  |
| --- | --- |
| a. | Nonresponse error |
| b. | Sampling frame error |
| c. | Stratified error |
| d. | Quota error |

ANS: B

1. As sample size \_\_\_\_\_\_ , random sampling error \_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | increases; increases |
| b. | decreases; decreases |
| c. | increases; decreases. |
| d. | none of the above |

ANS: C

1. When a local television station sends a crew to interview joggers in the city park on a beautiful spring day, this represents what type of sample?

|  |  |
| --- | --- |
| a. | Cluster sample |
| b. | Multistage area sample |
| c. | Systematic sample |
| d. | Convenience sample |

ANS: D

1. Which of the following is an advantage of quota sampling over probability sampling?

|  |  |
| --- | --- |
| a. | Lower cost |
| b. | Ease in administration |
| c. | Speed of data collection |
| d. | All of the above |

ANS: D

1. When a researcher uses a table of random numbers to select 40 salespeople out of a list of 235 salespeople at her organization, what type of sampling procedure is she using?

|  |  |
| --- | --- |
| a. | Multistage area sample |
| b. | Convenience sample |
| c. | Simple random sample |
| d. | Systematic sample |

ANS: C

1. If a researcher wants to select a proportional stratified random sample of 200 MBA students from the total group of 2,100 MBA students registered for courses that semester, and if the 2,100 students are 60 percent male and 40 percent female, how many males should the researcher select for his study?

|  |  |
| --- | --- |
| a. | 60 |
| b. | 120 |
| c. | 80 |
| d. | None of the above |

ANS: B

1. When a researcher wants to estimate national market share based on the results of the test market for a new product in St. Louis and Kansas City, this is an example of:

|  |  |
| --- | --- |
| a. | descriptive statistics. |
| b. | the central limit theorem. |
| c. | inferential statistics. |
| d. | the standardized normal distribution. |

ANS: C

1. Which of the following is a measure of the "central tendency" of a set of scores?

|  |  |
| --- | --- |
| a. | Mode |
| b. | Median |
| c. | Mean |
| d. | All of the above |

ANS: D

1. Find the approximate mean score of the following set of scores: 2, 5, 7, 4, 8 .

|  |  |
| --- | --- |
| a. | 5.0 |
| b. | 5.2 |
| c. | 5.4 |
| d. | None of the above |

ANS: B

1. Find the approximate mean score of the following set of scores: 3, 8, 2, 6, 4, 9 .

|  |  |
| --- | --- |
| a. | 5.13 |
| b. | 4.98 |
| c. | 5.33 |
| d. | None of the above |

ANS: C

1. If the price of CD players in Kansas City range from $59 to $179, the range of these prices is about:

|  |  |
| --- | --- |
| a. | $238. |
| b. | $3.03. |
| c. | $120. |
| d. | none of the above. |

ANS: C

1. Which of the following is a basic purpose of the research report?

|  |  |
| --- | --- |
| a. | To communicate strategic recommendations to management |
| b. | To communicate conclusions of research to managers |
| c. | To communicate the results of the research study to managers |
| d. | All of the above |

ANS: D

1. Which of the following should be included in the summary of the research report?

|  |  |
| --- | --- |
| a. | The outcomes of the research study |
| b. | A statement of what follow-up research should be conducted |
| c. | An explanation of why the research project was undertaken |
| d. | All of the above |

ANS: D

1. Which aspect of the research methodology section of the research report should include an explanation of whether the research was exploratory, descriptive, or causal?

|  |  |
| --- | --- |
| a. | Sample design |
| b. | Research design |
| c. | Analysis |
| d. | Data collection |

ANS: B

1. The last part of the body of a research report should include \_\_\_\_\_\_ which are opinions based on the results of the study and \_\_\_\_\_\_ which are suggestions for future action.

|  |  |
| --- | --- |
| a. | analysis; sample design |
| b. | reseach design; data collection methods |
| c. | recommendations; conclusions |
| d. | conclusions; recommendations |

ANS: D

1. The arrangement of the parts of a research report is known as the:

|  |  |
| --- | --- |
| a. | results. |
| b. | report format. |
| c. | introduction. |
| d. | summary. |

ANS: B

1. The opposite of the null hypothesis is called the \_\_\_\_\_\_ hypothesis.

|  |  |
| --- | --- |
| a. | pure |
| b. | alpha |
| c. | alternative |
| d. | beta. |

ANS: C

1. Arranging data into a table is called:

|  |  |
| --- | --- |
| a. | tabulation. |
| b. | frequency. |
| c. | analysis. |
| d. | interpretation. |

ANS: A

1. The transformation of raw data into a form that makes the data easier to understand and to interpret is called:

|  |  |
| --- | --- |
| a. | descriptive analysis. |
| b. | outlier analysis. |
| c. | computer mapping. |
| d. | creating a box and whisker plot. |

ANS: A

1. Data can be summarized by using:

|  |  |
| --- | --- |
| a. | frequency distributions. |
| b. | average scores. |
| c. | percentage distributions. |
| d. | all of the above |

ANS: D