Business Research Methods 5th edition Bell Test Bank

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Correct answers are marked with an asterisk (*).

Type: true-false
Title: Chapter 02 - Question 01
01) Theory is absolutely central to the conduct of business research:
***a.** True
Feedback: Whatever the stimulus, research data become significant and contribute to knowledge when they are viewed in relation to theoretical concerns. This means that the nature of the relationship between theory and research is crucial.
Page reference: 19
b. False
Feedback: Whatever the stimulus, research data become significant and contribute to knowledge when they are viewed in relation to theoretical concerns. This means that the nature of the relationship between theory and research is crucial.
Page reference: 19

Type: multiple response question
Title: Chapter 02 – Question 02
02) Which of the following two statements characterise the term "empiricism"? Please select all that apply.
Feedback: The term 'empiricism' is used in a number of ways, but two stand out. First, it is used to refer to an approach to the study of reality that suggests that only knowledge gained through experience and the senses is acceptable. In other words, ideas must be subjected to the rigours of testing before they can be considered knowledge. The second meaning of the term is related to this and refers to a belief that the accumulation of 'facts' is a legitimate goal in its own right. It is this second meaning that is sometimes referred to as 'naïve empiricism'.
Page reference: Page 20
***a.** It suggests that only knowledge gained through experience and the senses is acceptable
b. That only quantitative evidence is appropriate to business research
***c.** The accumulation of facts is a legitimate goal in its own right
d. That business research must be relevant to practicing managers

Type: true-false
Title: Chapter 02 - Question 03
03) In deductive research, theory is something that develops after the collection and analysis of data.
a. True
This brings us to our next question: in so far as any piece of research is linked to theory, what was the role of that theory? Up to now, we have written as though theory guides and influences the collection and analysis of data. In other words, research is done in order to answer questions posed by theoretical puzzles. But an alternative position is to view theory as something that develops after collection and analysis of data. There is a second factor in considering the relationship between theory and research—whether we are referring to deductive or inductive theory.
Page reference: Page 20
***b.** False
This brings us to our next question: in so far as any piece of research is linked to theory, what was the role of that theory? Up to now, we have written as though theory guides and influences the collection and analysis of data. In other words, research is done in order to answer questions posed by theoretical puzzles. But an alternative position is to view theory as something that develops after collection and analysis of data. There is a second factor in considering the relationship between theory and research—whether we are referring to deductive or inductive theory.
Page reference: Page 20

Type: true-false
Title: Chapter 02 - Question 04
04) In inductive research, theory is the outcome of research:
***a.** True
"With an inductive stance, theory is the *outcome* of research".

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Page reference: Page 25
b. False
"With an inductive stance, theory is the *outcome* of research".
Page reference: Page 25

Type: multiple choice question
Title: Chapter 02 - Question 05
05) The term ontology concerns an understanding of what the following is:
a. Methods
Feedback: "Ontology – our understanding of what reality is".
Page reference: 17
b. Empiricism
Feedback: "Ontology – our understanding of what reality is".
Page reference: 17
***c.** Reality
Feedback: "Ontology – our understanding of what reality is".
Page reference: 17
d. Science
Feedback: "Ontology – our understanding of what reality is".
Page reference: 17

Type: multiple choice question
Title: Chapter 02 - Question 06
06) The term epistemology concerns how we can know:
a. Knowledge
Feedback: Epistemology – our understanding of how we can know reality.
Page reference: 17
***b.** Reality
Feedback: Epistemology – our understanding of how we can know reality.
Page reference: 17
c. Research
Feedback: Epistemology – our understanding of how we can know reality.
Page reference: 17
d. Science
Feedback: Epistemology – our understanding of how we can know reality.
Page reference: 17

Type: true-false
Title: Chapter 02 - Question 07
07) Objectivism implies that we socially construct our own interpretation of external facts.
a. True
Feedback: Objectivism is an ontological position that implies that social phenomena confront us as external facts beyond our reach or influence and that they exist whether we are aware of them or not.
Page reference: 26
***b.** False
Feedback: Objectivism is an ontological position that implies that social phenomena confront us as external facts beyond our reach or influence and that they exist whether we are aware of them or not.
Page reference: 26

Type: true-false
Title: Chapter 02 - Question 08
08) Constructionism challenges the suggestion that social categories such as organisation and culture are objective phenomena.
***a.** True
Feedback: However, we can consider an alternative ontological position—*constructionism* (see Key concept 2.12). This position challenges the suggestion that categories such as organization and culture are pre-given and therefore confront social actors as external realities that they have no role in fashioning.

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Page reference: 27
b. False

Type: true-false
Title: Chapter 02 - Question 09
09) Postmodernists are sceptical that it is possible to arrive at a definitive version of reality.
***a.** True
Feedback: Postmodernists are deeply suspicious of the idea that it is possible to arrive at a definitive version of reality.
Page reference: 28
b. False
Feedback: Postmodernists are deeply suspicious of the idea that it is possible to arrive at a definitive version of reality.
Page reference: 28

Type: multiple choice question
Title: Chapter 02 - Question 10
10) Positivism is informed by which ontological position:
a. Social constructionist
Feedback: "Positivism is an epistemological position which is informed by an objectivist ontological position"
Page reference: 30
b. Subjectivist
Feedback: "Positivism is an epistemological position which is informed by an objectivist ontological position"
Page reference: 30
c. Pragmatist
Feedback: "Positivism is an epistemological position which is informed by an objectivist ontological position"
Page reference: 30
***d.** Objectivist
Feedback: "Positivism is an epistemological position which is informed by an objectivist ontological position"
Page reference: 30

Type: multiple choice question
Title: Chapter 02 - Question 11
11) Interpretivism is informed by which ontological position:
***a.** Social constructionist
Feedback: "This approach is underpinned by a social constructionist ontology, which holds that reality is constituted by human actions and meaning-making rather than exiting objectively and externally".
Page reference: 30
b. Subjectivist
Feedback: "This approach is underpinned by a social constructionist ontology, which holds that reality is constituted by human actions and meaning-making rather than exiting objectively and externally".
Page reference: 30
c. Pragmatist
Feedback: "This approach is underpinned by a social constructionist ontology, which holds that reality is constituted by human actions and meaning-making rather than exiting objectively and externally".
Page reference: 30
d. Objectivist
Feedback: "This approach is underpinned by a social constructionist ontology, which holds that reality is constituted by human actions and meaning-making rather than exiting objectively and externally".

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Type: multiple choice question
Title: Chapter 02 - Question 12
12) Who of the following was a founder of symbolic interactionism?
a. Karl Popper
Feedback: "the implications of the ideas of the founders of symbolic interactionism, particularly George Herbert Mead (1863-1931), who discusses the way in which our notion of self emerges through an appreciation of how others see us, have been hotly debated".
Page reference: 32
b. Karl Jung
Feedback: "the implications of the ideas of the founders of symbolic interactionism, particularly George Herbert Mead (1863-1931), who discusses the way in which our notion of self emerges through an appreciation of how others see us, have been hotly debated".
Page reference: 32
***c.** George Herbert Mead
Feedback: "the implications of the ideas of the founders of symbolic interactionism, particularly George Herbert Mead (1863-1931), who discusses the way in which our notion of self emerges through an appreciation of how others see us, have been hotly debated".
Page reference: 32
d. Sigmund Freud
Feedback: "the implications of the ideas of the founders of symbolic interactionism, particularly George Herbert Mead (1863-1931), who discusses the way in which our notion of self emerges through an appreciation of how others see us, have been hotly debated".
Page reference: 32

Type: multiple choice question
Title: Chapter 02 - Question 13
13) Which of the following statements best describes a paradigm?
a. The disagreements between scientists in a given field
Feedback: "A paradigm is a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied and how research should be done".
Page reference: 34
***b.** A cluster of beliefs and dictates in a particular discipline which influence what should be studied and how research should be done
Feedback: "A paradigm is a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied and how research should be done".
Page reference: 34
c. A cluster of beliefs for which there is no consensus amongst scientists
Feedback: "A paradigm is a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied and how research should be done".
Page reference: 34
d. A set of standards to which a scientific community used to use to evaluate research but no longer adhere to
Feedback: "A paradigm is a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied and how research should be done".
Page reference: 34

Type: multiple choice question
Title: Chapter 02 - Question 14
14) Which of the following is **not** a paradigm identified by Burrell and Morgan?
a. Functionalist
Feedback: Plotting the assumptions of researchers along these two axes provides a framework for four paradigmatic positions in the study of organizations:
• *functionalist*—the dominant framework for the study of organizations, based on a problem-solving orientation which leads to rational explanation;
• *interpretative*—focuses on the conceptions of social actors and implies that understanding must be based on the experience of those who work in organizations;

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• *radical humanist*—proposes that organizations are social arrangements from which individuals need to be emancipated and that research should be guided by the need for change;
• *radical structuralist*—views an organization as a product of structural power relationships, which result in conflict.
Page reference: 34
b. Interpretative
Feedback: Plotting the assumptions of researchers along these two axes provides a framework for four paradigmatic positions in the study of organizations:
• *functionalist*—the dominant framework for the study of organizations, based on a problem-solving orientation which leads to rational explanation;
• *interpretative*—focuses on the conceptions of social actors and implies that understanding must be based on the experience of those who work in organizations;
• *radical humanist*—proposes that organizations are social arrangements from which individuals need to be emancipated and that research should be guided by the need for change;
• *radical structuralist*—views an organization as a product of structural power relationships, which result in conflict.
Page reference: 34
***c.** Radical positivist
Feedback: Plotting the assumptions of researchers along these two axes provides a framework for four paradigmatic positions in the study of organizations:
• *functionalist*—the dominant framework for the study of organizations, based on a problem-solving orientation which leads to rational explanation;
• *interpretative*—focuses on the conceptions of social actors and implies that understanding must be based on the experience of those who work in organizations;
• *radical humanist*—proposes that organizations are social arrangements from which individuals need to be emancipated and that research should be guided by the need for change;
• *radical structuralist*—views an organization as a product of structural power relationships, which result in conflict.
Page reference: 34
d. Radical structuralist
Feedback: Plotting the assumptions of researchers along these two axes provides a framework for four paradigmatic positions in the study of organizations:
• *functionalist*—the dominant framework for the study of organizations, based on a problem-solving orientation which leads to rational explanation;
• *interpretative*—focuses on the conceptions of social actors and implies that understanding must be based on the experience of those who work in organizations;
• *radical humanist*—proposes that organizations are social arrangements from which individuals need to be emancipated and that research should be guided by the need for change;
• *radical structuralist*—views an organization as a product of structural power relationships, which result in conflict.
Page reference: 34

Type: true-false
Title: Chapter 02 - Question 15
15) The values of a researcher have a strong influence upon the type of business research they will produce.
***a.** True
Feedback: Values reflect either the personal beliefs or the feelings of a researcher. On the face of it, we would expect that social scientists should be value free and objective in their research. After all, one might argue that research that simply reflected the personal biases of its practitioners could not be considered valid and scientific because it was bound up with the subjectivities of its practitioners. This view is held with less and less frequency among social scientists nowadays.
Page reference: 37
b. False
Feedback: Values reflect either the personal beliefs or the feelings of a researcher. On the face of it, we would expect that social scientists should be value free and objective in their research. After all,

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one might argue that research that simply reflected the personal biases of its practitioners could not be considered valid and scientific because it was bound up with the subjectivities of its practitioners. This view is held with less and less frequency among social scientists nowadays.
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