# *Business Research Methods 6th edition Bell Test Bank*

SKU: 9780198869443-TEST-BANK

# Chapter 02 - Business research strategies

## Test Bank

**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.
**Section reference:** 2.1 Introduction: the nature of business research
**b.** False

**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’.
**Section reference:** 2.2 Theory and research
***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
***b.** False
**Feedback:** 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.
**Section reference:** 2.2 Theory and research

**Type: true-false**
**Title:** Chapter 02 Question 04
**04)** In inductive research, theory is the outcome of research.
***a.** True
**Feedback:** “With an inductive stance, theory is the *outcome* of research”.
**Section reference:** 2.2 Theory and research
**b.** False

**Type: multiple choice question**

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**Title:** Chapter 02 Question 05
**05)** The term ontology concerns an understanding of what the following is:
**Feedback:** "Ontology – our understanding of what reality is".
**Section Reference:** 2.3 Philosophical assumptions in business research
**a.** Methods
**b.** Empiricism
***c.** Reality
**d.** Science

**Type: multiple choice question**
**Title:** Chapter 02 Question 06
**06)** The term epistemology concerns how we can know:
**Feedback:** Epistemology – our understanding of how we can know reality.
**Section Reference:** 2.3 Philosophical assumptions in business research
**a.** Knowledge
***b.** Reality
**c.** Research
**d.** Science

**Type: true-false**
**Title:** Chapter 02 Question 07
**07)** Objectivism implies that we socially construct our own interpretation of external facts.
**a.** True
***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.
**Section reference:** 2.4 Ontological considerations

**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.
**Section reference:** 2.4 Ontological considerations
**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.
**Section reference:** 2.4 Ontological considerations
**b.** False

**Type: multiple choice question**
**Title:** Chapter 02 Question 10
**10)** Positivism is informed by which ontological position:

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**Feedback:** "Positivism is an epistemological position which is informed by an objectivist ontological position"
**Section reference:** 2.5 Epistemological considerations
**a.** Social constructionist
**b.** Subjectivist
**c.** Pragmatist
***d.** Objectivist

**Type: multiple choice question**
**Title:** Chapter 02 Question 11
**11)** Interpretivism is informed by which ontological position:
**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".
**Section reference:** 2.5 Epistemological considerations
***a.** Social constructionist
**b.** Subjectivist
**c.** Pragmatist
**d.** Objectivist

**Type: multiple choice question**
**Title:** Chapter 02 Question 12
**12)** Who of the following was a founder of symbolic interactionism?
**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".
**Section reference:** 2.5 Epistemological considerations
**a.** Karl Popper
**b.** Karl Jung
***c.** George Herbert Mead
**d.** Sigmund Freud

**Type: multiple choice question**
**Title:** Chapter 02 Question 13
**13)** Which of the following statements best describes a paradigm?
**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".
**Section reference:** 2.6 Research paradigms
**a.** The disagreements between scientists in a given field
***b.** A cluster of beliefs and dictates in a particular discipline which influence what should be studied and how research should be done
**c.** A cluster of beliefs for which there is no consensus amongst scientists
**d.** A set of standards to which a scientific community used to use to evaluate research but no longer adhere to

**Type: multiple choice question**
**Title:** Chapter 02 Question 14
**14)** Which of the following is **not** a paradigm identified by Burrell and Morgan?
**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;

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• *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.
**Section reference:** 2.6 Research paradigms
**a.** Functionalist
**b.** Interpretative
***c.** Radical positivist
**d.** Radical structuralist

**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.
**Section reference:** 2.8 Other considerations
**b.** False

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