Business Research Methods 13th edition Schindler Test Bank

SKU: 9781259918933-TEST-BANK

Business Research Methods, 13e **(Schindler)**
Chapter 2 The Research Process: An Overview

1) Which of the following terms fails to capture the meaning of a research design?
A) Map
B) Blueprint
C) Model
D) Dictionary
E) Guidebook

2) Apple plans to survey every customer who has purchased an Apple computer in the last 5 years. Apple plans to use a _____.
A) convenience sample
B) snowball sample
C) systematic sample
D) census
E) random sample

3) Which of the following best describes the relationship between management dilemmas, key performance indicators, and dashboards?
A) Dashboards cannot be designed to depict management dilemmas.
B) Key performance indicators may reveal management dilemmas.
C) Key performance indicators cannot be displayed on a dashboard.
D) Management dilemmas are symptoms of problems, while key performance indicators are problems.

4) If a dashboard display revealed rising costs in an operating division of a business, this would be a possible
A) research question.
B) management dilemma.
C) research design.
D) limitation.
E) None of the above is correct.

5) If a business does not collect data on key performance indicators, it has a more difficult time
A) defining management dilemmas.
B) creating a research design.
C) in sampling design.
D) collecting data.
E) None of the above is correct.

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6) Exploration
A) is highly structured research.
B) is used to refine research questions.
C) cannot be used to solve a management problem.
D) cannot be used to understand a manager's options when solving a problem or addressing an opportunity.
E) None of the above is correct.

7) The research question
A) is a possible resolution to the management problem.
B) is a hypothesis to be studied.
C) represents a selection of action choices.
D) is the focus of a research project.
E) All of the above are correct.

8) A research study
A) has value only if the information collected helps make a better decision than would be made without the new information.
B) has value only if the budget needed to collect the data is less than the decision's estimated value.
C) has value only if the budget for research is exceeded by the decision's estimated value.
D) has an estimated value that is determined from the cost of acquiring the data and the value of any possible resulting decisions.
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9) McGraw-Hill is planning a study of educator preferences to determine the needs of college instructors. Because of the number of college instructors, McGraw-Hill will select a portion of the target population, known as a(n) _____, to participate in the study.
A) element
B) sample
C) sampling frame
D) census
E) extent

10) Information collected from participants, by observation, or from secondary sources is called _____.
A) response
B) data
C) knowledge
D) fact
E) perceptual content

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11) Data collected from an article in a business magazine would be
A) primary data.
B) secondary data.
C) nominal data.
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E) interval data.

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18) Assume a business research study is conducted in a lab and designed to evaluate the scent of various flavors of coffee. The design requires several data collectors to evaluate those scents. The researcher will struggle with the data's
A) abstractness.
B) verifiability.
C) elusiveness.
D) truthfulness.
E) loudness.

19) A business wants to evaluate a participant's reaction to a sound track that contains some loud noises, so it designs an experiment. Assume it cannot interview every participant immediately, so it takes a video of their response and interviews each participant within 24 hours of the event. The researcher is attempting to account for the data's
A) abstractness.
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20) A business has two options, collect data at the time of an event or interview participants about what they remember within 1 week after the event. By collecting data at the time of the event, it is attempting to account for the data's
A) abstractness.
B) verifiability.
C) truthfulness.
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E) categorization.

21) Data have many characteristics. If you cannot see or feel the data being measured, you are describing their level of _____.
A) abstractness
B) elusiveness
C) verifiability
D) closeness to the phenomenon
E) replicability

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22) Secondary data have a lower level of _____ than primary data.
A) abstractness
B) elusiveness
C) verifiability
D) closeness to the phenomenon
E) replicability

23) Data preparation
A) addresses recording or data entry errors.
B) clarifies unclear or unexpected responses.
C) assigns codes to reduce the responses to manageable categories.
D) determines if the preassigned codes are appropriate for subsequent analysis.
E) All of the above are correct.

24) To address out-of-range data entry errors, during data preparation, a researcher
A) summarizes the data on each variable to determine if the codes not specified were entered.
B) reviews the original data instruments to determine what response was chosen.
C) determines how to address each instance of out-of-range data.
D) may drop a question from the survey containing too many out-of-range data errors.
E) All of the above are correct.

25) If a _____ sampling design is chosen, the process for choosing the sample must give every person within the target population a known nonzero chance of selection.
A) census
B) judgment
C) nonprobability
D) probability
E) primary

26) Which type of sample provides a group of participants who are most representative of the target population?
A) Census
B) Judgment
C) Probability
D) Nonprobability
E) Primary

27) During the _____ stage, the analyst will look for patterns of responses by looking for relationships among variables.
A) data editing
B) data collection
C) data analysis
D) sampling
E) reporting

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28) Ensuring consistency among participants, locating omissions, and reducing errors in recording are all benefits of _____.
A) data collection
B) data preparation
C) sampling
D) coding
E) data analysis

29) Applying statistical techniques to data is an aspect of _____.
A) sampling
B) data collection
C) pilot testing
D) data analysis
E) data transformation

30) A key pattern in the data is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

31) In a research study on implementing new safety practices, the research discovered that employees with fewer years of experience had different preferences than those with more experience. This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

32) Using the research question to interpret a pattern in the data is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

33) In a research study on choosing a new compensation system, the research discovered that men had different preferences than women. This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

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34) Offering the manager direction on a decision related to the research question is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

35) "Option A is far more strongly supported by the data than Option B. You should implement Option A." This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

36) Which of the following can be used to develop a research project time frame?
A) CPM
B) Gantt chart
C) Research Process
D) CPM and Gantt chart
E) CPM and research process

37) Jason is entering the data analysis portion of his research project. Data preparation and examination involves all of the following activities except _____.
A) reducing data to a manageable size
B) developing summaries
C) coding of responses
D) looking for patterns
E) applying statistical techniques to the data

38) A researcher who is method-bound is likely to _____.
A) be responsible for data analysis
B) utilize a probability sample
C) prefer one research approach over all others
D) mine a client's database
E) All of the above

39) Which of the following is *not* a common research process problem?
A) A manager's hidden agenda
B) Overembracing data analytics
C) Unresearchable questions
D) Ill-defined management problems
E) Pilot testing

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40) Ill-defined problems are those that _____.
A) have too many interrelated facets for measurement to handle with accuracy
B) will take expensive methods to answer.
C) can be answered through data mining
D) cannot be addressed with secondary data
E) develop in method-bound research projects

41) The question, "Should products be withdrawn if even one death is associated with its prescribed use, even if no fault for the tampered product accrues to the manufacturer?" is an example of a(n) _____.
A) ill-defined problem
B) overembracing data analytics
C) favored-technique problem
D) unresearchable question
E) manager's hidden agenda

42) A researcher has exceptional experience in moderating focus groups and prefers to include this group interview method in all research projects, regardless of its appropriate application. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Favored-technique problem
D) Unresearchable question
E) A manager's hidden agenda

43) A researcher chooses the wrong statistical test to assess the strength of a relationship between two variables. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Researcher inexperience
D) Unresearchable question
E) A manager's hidden agenda

44) A researcher cannot identify a currently available research technique that can be used to address a particular research question. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Researcher inexperience
D) Unresearchable question
E) A manager's hidden agenda

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45) A manager always turns to his extensive data warehouse to find data related to his research question, regardless of the data's age or applicability to current conditions, rejecting a problem-specific research project. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Favored-technique problem
D) Unresearchable question
E) A manager's hidden agenda

46) Planning the research design involves decisions regarding _____.
A) data collection mode
B) type of study
C) measurement
D) sampling plans
E) All of the above

47) The federal government conducts a census of the U.S. population rather than a sample because _____.
A) a census is less expensive than a sample
B) a sample may not fully represent the population
C) it is faster to collect data using a census
D) data collection is more manageable
E) All of the above

48) Which of the following questions is considered when discussing the management dilemma?
A) How can management eliminate negative symptoms?
B) What does the manager need to know to choose the best alternative from the available sources of action?
C) What is the recommended course of action?
D) What symptoms cause management concern?
E) What should be asked or observed to obtain the information the manager needs?

49) The fundamental weakness in the research process is _____.
A) incorrectly defining the research question
B) identifying a flawed sampling frame
C) misdefining the target population
D) failing to identify all relevant secondary information
E) skipping the exploratory phase

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50) Secondary data as a means of addressing a management problem are considered weaker than primary data because the data
A) were potentially collected to address a different problem.
B) are older, and therefore, irrelevant to current conditions.
C) are less specific to the current problem.
D) All of the above are true.
E) None of the above is true.

51) The target population
A) is identical to the sample population.
B) is smaller in size than the sample population.
C) must be defined before research begins.
D) must be able to be captured in a sample frame.
E) None of the above is correct.

52) A researcher is to conduct a survey of college graduates to study their 5-year post-graduation job placement. In this example, _____ is the target population and _____ is the case.
A) any single college graduate; all college graduates
B) all college graduates; any single college graduate
C) all college graduates who graduated 5 years ago; any single college graduate who graduated 5 years ago
D) any single college graduate who graduated 5 years ago; all college graduates who graduated 5 years ago
E) None of the above is correct.

53) If a research's scope has been defined, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Research design thoroughly planned and executed
C) High ethical standards applied
D) Adequate analysis for decision maker's needs
E) Limitations frankly revealed
F) Findings reported unambiguously; insights and recommendations justified

54) If a researcher avoids using his personal bias to select the method for collecting data, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

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55) If a researcher operationally defines all concepts, constructs, and variables, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Research design thoroughly planned and executed
C) High ethical standards applied
D) Adequate analysis for decision maker's needs
E) Findings reported unambiguously; insights and recommendations justified

56) If a researcher includes design safeguards to protect participants, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

57) If a researcher connects findings to the research question, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Research design thoroughly planned and executed

58) If a researcher reveals the impact of data collection problems on findings and insights, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

59) A series of sequential, clearly defined stages for collecting, analyzing and reporting data defines the
A) management dilemma.
B) study limitation.
C) research process.
D) research question.
E) None of the above is correct.

60) During the process of clarifying the research question, which ethical issue is of concern?
A) Participant's right of confidentiality
B) Researcher's right of adequate compensation
C) Researcher's right to absence of sponsor deception
D) Participant's right of informed concept
E) None of the above is correct.

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61) During the stage of research design which ethical issue is of concern?
A) Sponsor's right to quality research
B) Sponsor's right to finding's non-disclosure
C) Researcher's right to adequate compensation
D) Researcher's right to absence of participant deception
E) None of the above is correct.

62) Researcher's right to consenting participant's completion affects which stage in the research process?
A) Stage 1: Clarify the Research Question
B) Stage 2: Design the Research
C) Stage 3: Collect and Prepare the Data
D) Stage 4: Analyze and Interpret the Data
E) Stage 5: Report Insights and Recommendations

63) Sponsor's right to quality research affects which stage(s) in the research process?
A) Stage 1: Clarify the Research Question
B) Stage 2: Research Design
C) Stage 3: Collect and Prepare the Data
D) Stage 4: Analyze and Interpret the Data
E) All of the above are correct.

64) The exploration during a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.

65) Explain the difference between the following: data, finding, insight, and recommendation.

66) Explain the relationship between the right to quality research and the right of participant confidentiality.

67) Explain how a manager's hidden agenda can damage business research.

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Chapter 2 The Research Process: An Overview

1) Which of the following terms fails to capture the meaning of a research design?
A) Map
B) Blueprint
C) Model
D) Dictionary
E) Guidebook

Answer: D
Difficulty: 1 Easy
Topic: Research and the Scientific Method; Stage 2: Design the Research
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

2) Apple plans to survey every customer who has purchased an Apple computer in the last 5 years. Apple plans to use a _____.
A) convenience sample
B) snowball sample
C) systematic sample
D) census
E) random sample

Answer: D
Difficulty: 3 Hard
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

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Answer: B
Difficulty: 2 Medium
Topic: Identify and Prioritize Dilemmas
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
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4) If a dashboard display revealed rising costs in an operating division of a business, this would be a possible
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C) in sampling design.
D) collecting data.
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Answer: A
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Topic: Identify and Prioritize Dilemmas
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Bloom's: Remember
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D) closeness to the phenomenon
E) replicability

Answer: A
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Topic: Data
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Accessibility: Keyboard Navigation
Gradable: automatic

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22) Secondary data have a lower level of _____ than primary data.
A) abstractness
B) elusiveness
C) verifiability
D) closeness to the phenomenon
E) replicability

Answer: D
Difficulty: 2 Medium
Topic: Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

23) Data preparation
A) addresses recording or data entry errors.
B) clarifies unclear or unexpected responses.
C) assigns codes to reduce the responses to manageable categories.
D) determines if the preassigned codes are appropriate for subsequent analysis.
E) All of the above are correct.

Answer: E
Difficulty: 2 Medium
Topic: Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

24) To address out-of-range data entry errors, during data preparation, a researcher
A) summarizes the data on each variable to determine if the codes not specified were entered.
B) reviews the original data instruments to determine what response was chosen.
C) determines how to address each instance of out-of-range data.
D) may drop a question from the survey containing too many out-of-range data errors.
E) All of the above are correct.

Answer: E
Difficulty: 2 Medium
Topic: Prepare the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

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25) If a _____ sampling design is chosen, the process for choosing the sample must give every person within the target population a known nonzero chance of selection.
A) census
B) judgment
C) nonprobability
D) probability
E) primary

Answer: D
Difficulty: 1 Easy
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

26) Which type of sample provides a group of participants who are most representative of the target population?
A) Census
B) Judgment
C) Probability
D) Nonprobability
E) Primary

Answer: C
Difficulty: 2 Medium
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
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27) During the _____ stage, the analyst will look for patterns of responses by looking for relationships among variables.
A) data editing
B) data collection
C) data analysis
D) sampling
E) reporting

Answer: C
Difficulty: 2 Medium
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

28) Ensuring consistency among participants, locating omissions, and reducing errors in recording are all benefits of _____.
A) data collection
B) data preparation
C) sampling
D) coding
E) data analysis

Answer: B
Difficulty: 2 Medium
Topic: Stage 3: Collect and Prepare the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

29) Applying statistical techniques to data is an aspect of _____.
A) sampling
B) data collection
C) pilot testing
D) data analysis
E) data transformation

Answer: D
Difficulty: 2 Medium
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
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30) A key pattern in the data is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: A
Difficulty: 1 Easy
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

31) In a research study on implementing new safety practices, the research discovered that employees with fewer years of experience had different preferences than those with more experience. This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: A
Difficulty: 3 Hard
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Apply
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Gradable: automatic

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32) Using the research question to interpret a pattern in the data is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: B
Difficulty: 1 Easy
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

33) In a research study on choosing a new compensation system, the research discovered that men had different preferences than women. This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: B
Difficulty: 3 Hard
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

34) Offering the manager direction on a decision related to the research question is called _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: D
Difficulty: 1 Easy
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
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35) "Option A is far more strongly supported by the data than Option B. You should implement Option A." This is an example of _____.
A) a finding
B) an insight
C) a fact
D) a recommendation
E) data

Answer: D
Difficulty: 2 Medium
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

36) Which of the following can be used to develop a research project time frame?
A) CPM
B) Gantt chart
C) Research Process
D) CPM and Gantt chart
E) CPM and research process

Answer: D
Difficulty: 2 Medium
Topic: Research Project Time Frame
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
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37) Jason is entering the data analysis portion of his research project. Data preparation and examination involves all of the following activities except _____.
A) reducing data to a manageable size
B) developing summaries
C) coding of responses
D) looking for patterns
E) applying statistical techniques to the data

Answer: E
Difficulty: 3 Hard
Topic: Stage 4: Analyze and Interpret the Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

38) A researcher who is method-bound is likely to _____.
A) be responsible for data analysis
B) utilize a probability sample
C) prefer one research approach over all others
D) mine a client's database
E) All of the above

Answer: C
Difficulty: 2 Medium
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

39) Which of the following is *not* a common research process problem?
A) A manager's hidden agenda
B) Overembracing data analytics
C) Unresearchable questions
D) Ill-defined management problems
E) Pilot testing

Answer: E
Difficulty: 1 Easy
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Remember
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40) Ill-defined problems are those that _____.
A) have too many interrelated facets for measurement to handle with accuracy
B) will take expensive methods to answer.
C) can be answered through data mining
D) cannot be addressed with secondary data
E) develop in method-bound research projects

Answer: A
Difficulty: 2 Medium
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

41) The question, "Should products be withdrawn if even one death is associated with its prescribed use, even if no fault for the tampered product accrues to the manufacturer?" is an example of a(n) _____.
A) ill-defined problem
B) overembracing data analytics
C) favored-technique problem
D) unresearchable question
E) manager's hidden agenda

Answer: D
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Apply
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42) A researcher has exceptional experience in moderating focus groups and prefers to include this group interview method in all research projects, regardless of its appropriate application. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Favored-technique problem
D) Unresearchable question
E) A manager's hidden agenda

Answer: C
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

43) A researcher chooses the wrong statistical test to assess the strength of a relationship between two variables. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Researcher inexperience
D) Unresearchable question
E) A manager's hidden agenda

Answer: C
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Apply
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44) A researcher cannot identify a currently available research technique that can be used to address a particular research question. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Researcher inexperience
D) Unresearchable question
E) A manager's hidden agenda

Answer: D
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

45) A manager always turns to his extensive data warehouse to find data related to his research question, regardless of the data's age or applicability to current conditions, rejecting a problem-specific research project. This is an example of which of the following potential research process problems?
A) Ill-defined problem
B) Overembracing data analytics
C) Favored-technique problem
D) Unresearchable question
E) A manager's hidden agenda

Answer: B
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Apply
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Gradable: automatic

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46) Planning the research design involves decisions regarding _____.
A) data collection mode
B) type of study
C) measurement
D) sampling plans
E) All of the above

Answer: E
Difficulty: 2 Medium
Topic: Stage 2: Design the Research
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

47) The federal government conducts a census of the U.S. population rather than a sample because _____.
A) a census is less expensive than a sample
B) a sample may not fully represent the population
C) it is faster to collect data using a census
D) data collection is more manageable
E) All of the above

Answer: B
Difficulty: 2 Medium
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

48) Which of the following questions is considered when discussing the management dilemma?
A) How can management eliminate negative symptoms?
B) What does the manager need to know to choose the best alternative from the available sources of action?
C) What is the recommended course of action?
D) What symptoms cause management concern?
E) What should be asked or observed to obtain the information the manager needs?

Answer: B
Difficulty: 2 Medium
Topic: Stage 1: Clarify the Research Question
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

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49) The fundamental weakness in the research process is _____.
A) incorrectly defining the research question
B) identifying a flawed sampling frame
C) misdefining the target population
D) failing to identify all relevant secondary information
E) skipping the exploratory phase

Answer: A
Difficulty: 3 Hard
Topic: Stage 1: Clarify the Research Question
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Analyze
Accessibility: Keyboard Navigation
Gradable: automatic

50) Secondary data as a means of addressing a management problem are considered weaker than primary data because the data
A) were potentially collected to address a different problem.
B) are older, and therefore, irrelevant to current conditions.
C) are less specific to the current problem.
D) All of the above are true.
E) None of the above is true.

Answer: D
Difficulty: 2 Medium
Topic: Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

51) The target population
A) is identical to the sample population.
B) is smaller in size than the sample population.
C) must be defined before research begins.
D) must be able to be captured in a sample frame.
E) None of the above is correct.

Answer: C
Difficulty: 2 Medium
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

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52) A researcher is to conduct a survey of college graduates to study their 5-year post-graduation job placement. In this example, _____ is the target population and _____ is the case.
A) any single college graduate; all college graduates
B) all college graduates; any single college graduate
C) all college graduates who graduated 5 years ago; any single college graduate who graduated 5 years ago
D) any single college graduate who graduated 5 years ago; all college graduates who graduated 5 years ago
E) None of the above is correct.

Answer: C
Difficulty: 3 Hard
Topic: Sampling Design
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Apply
Accessibility: Keyboard Navigation
Gradable: automatic

53) If a research's scope has been defined, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Research design thoroughly planned and executed
C) High ethical standards applied
D) Adequate analysis for decision maker's needs
E) Limitations frankly revealed
F) Findings reported unambiguously; insights and recommendations justified

Answer: A
Difficulty: 1 Easy
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

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54) If a researcher avoids using his personal bias to select the method for collecting data, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

Answer: C
Difficulty: 2 Medium
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

55) If a researcher operationally defines all concepts, constructs, and variables, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Research design thoroughly planned and executed
C) High ethical standards applied
D) Adequate analysis for decision maker's needs
E) Findings reported unambiguously; insights and recommendations justified

Answer: A
Difficulty: 2 Medium
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Understand
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Gradable: automatic

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56) If a researcher includes design safeguards to protect participants, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

Answer: C
Difficulty: 2 Medium
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

57) If a researcher connects findings to the research question, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Research design thoroughly planned and executed

Answer: B
Difficulty: 2 Medium
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Understand
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Gradable: automatic

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58) If a researcher reveals the impact of data collection problems on findings and insights, this is one step toward achieving which standard of effective research?
A) Purpose clearly defined
B) Adequate analysis for decision maker's needs
C) High ethical standards applied
D) Limitations frankly revealed
E) Findings reported unambiguously; insights and recommendations justified

Answer: D
Difficulty: 2 Medium
Topic: What is Good Research
Learning Objective: 02-01 The standards of good research.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

59) A series of sequential, clearly defined stages for collecting, analyzing and reporting data defines the
A) management dilemma.
B) study limitation.
C) research process.
D) research question.
E) None of the above is correct.

Answer: C
Difficulty: 1 Easy
Topic: The Research Process
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Remember
Accessibility: Keyboard Navigation
Gradable: automatic

60) During the process of clarifying the research question, which ethical issue is of concern?
A) Participant's right of confidentiality
B) Researcher's right of adequate compensation
C) Researcher's right to absence of sponsor deception
D) Participant's right of informed concept
E) None of the above is correct.

Answer: C
Difficulty: 2 Medium
Topic: Research Process Ethical Issues and Responsibilities
Learning Objective: 02-04 Ethical issues at each stage in the process.
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61) During the stage of research design which ethical issue is of concern?
A) Sponsor's right to quality research
B) Sponsor's right to finding's non-disclosure
C) Researcher's right to adequate compensation
D) Researcher's right to absence of participant deception
E) None of the above is correct.

Answer: A
Difficulty: 2 Medium
Topic: Research Process Ethical Issues and Responsibilities
Learning Objective: 02-04 Ethical issues at each stage in the process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

62) Researcher's right to consenting participant's completion affects which stage in the research process?
A) Stage 1: Clarify the Research Question
B) Stage 2: Design the Research
C) Stage 3: Collect and Prepare the Data
D) Stage 4: Analyze and Interpret the Data
E) Stage 5: Report Insights and Recommendations

Answer: C
Difficulty: 2 Medium
Topic: Research Process Ethical Issues and Responsibilities
Learning Objective: 02-04 Ethical issues at each stage in the process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: automatic

63) Sponsor's right to quality research affects which stage(s) in the research process?
A) Stage 1: Clarify the Research Question
B) Stage 2: Research Design
C) Stage 3: Collect and Prepare the Data
D) Stage 4: Analyze and Interpret the Data
E) All of the above are correct.

Answer: E
Difficulty: 2 Medium
Topic: Research Process Ethical Issues and Responsibilities
Learning Objective: 02-04 Ethical issues at each stage in the process.
Bloom's: Understand
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64) The exploration during a research project allows a researcher to accomplish several objectives. Name three of the objectives common to this stage.

Answer: There are several objectives, including (1) expand understanding of the management dilemma, (2) gather background information to refine the research question, (3) identify information that should be gathered to formulate investigative questions, (4) identify sources for actual questions that might be used as measurement questions, and (5) identify sources for and actual sample frames.
Difficulty: 2 Medium
Topic: Stage 1: Clarify the Research Question
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: manual

65) Explain the difference between the following: data, finding, insight, and recommendation.

Answer: Data refer to any information collected during the research process; it is not processed or interpreted. A finding is a key pattern found within the data; it is a discovery that is not yet linked to the research hypothesis. An insight is a finding that has been linked to the research hypothesis; it is an interpretation of a finding in light of the management dilemma. A recommendation is a suggested act, based on an empirically sound insight that provides the manager direction in light of the management dilemma that started the research.
Difficulty: 2 Medium
Topic: Data
Learning Objective: 02-02 What is happening within each stage of the research process.
Bloom's: Understand
Accessibility: Keyboard Navigation
Gradable: manual

66) Explain the relationship between the right to quality research and the right of participant confidentiality.

Answer: The right to quality research is based on a series of researcher decisions about the research questions, the research design, and data collection, preparation and analytical choices. Some of these relate to sampling design, the choice of a target population and recruiting cases from that population. In the process, participants are usually guaranteed individual confidentiality that protects their identity. When a researcher chooses the sampling design, he must weigh the importance of the right to confidentiality.
Difficulty: 3 Hard
Topic: Research Process Ethical Issues and Responsibilities
Learning Objective: 02-04 Ethical issues at each stage in the process.
Bloom's: Analyze
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67) Explain how a manager's hidden agenda can damage business research.

Answer: A manager with a hidden agenda has not shared with a researcher all the important facts related to a management dilemma. As a result, the research question is likely to be incorrectly defined, and subsequent decisions about sampling and data collection design will be flawed. Thus, any data, findings, insights, and recommendations will be less than reliable. And any actions taken based on these insights and recommendations will be inappropriate. Lots of time and money will have been needlessly spent.
Difficulty: 3 Hard
Topic: Research Process Pitfalls and Solutions
Learning Objective: 02-03 Research process pitfalls and their solutions.
Bloom's: Analyze
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Gradable: manual

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