Research Methods for Business 9th edition Bougie Test Bank

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Chapter 1 – Introduction to Research

1. Business research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting, that needs a solution.
*a. T
b. F

2. Research done with the intention of applying the findings to solve a specific problem of a specific organization is called basic research.
a. T
*b. F

3. Research done with the aim of making a contribution to existing knowledge is called basic, fundamental, or pure research.
*a. T
b. F

4. Applied research cannot be scientific in nature.
a. T
*b. F

5. Fundamental research has little practical relevance.
a. T
*b. F

6. Managers with knowledge of research have an advantage over those without.
*a. T
b. F

7. Being knowledgeable about research and research methods helps professional managers to:
a. Identify and effectively solve minor problems in the work setting.
b. Know how to discriminate good from bad research.
c. Appreciate and be constantly aware of the multiple influences and multiple effects of factors impinging on a situation.
*d. All of the above.

8. University professors do not engage in applied research.
a. T
*b. F

9. The manager should make sure while hiring researchers or consultants that:
a. The roles and expectations of both parties are made explicit.
b. Relevant philosophies and value systems of the organization are clearly stated, and

constraints, if any, communicated.
c. A good rapport is established with the researchers, and between the researchers and the employees in the organization, enabling the full cooperation of the latter.
*d. All of the above.

10. An advantage of engaging in an internal team to do the research project is that the internal team would stand a better chance of being readily accepted by the employees in the subunit of the organization where research needs to be done.
*a. T
b. F

11. An advantage of engaging in an external team to do the research project is that the team would require much less time to understand the structure, the philosophy and climate, and the functioning and work systems of the organization.
a. T
*b. F

12. A disadvantage of engaging in an internal team to do the research project is that in view of their long tenure as internal consultants, the internal team may quite possibly fall into a stereotyped way of looking at the organization and its problems.
*a. T
b. F

13. A disadvantage of engaging in an internal team to do the research project is that certain organizational biases of the internal research team might in some instances make the findings less objective and consequently less scientific.
*a. T
b. F

14. An advantage of engaging in an external team to do the research project is that the external team can draw on a wealth of experience from having worked with different types of organizations that have had the same or similar types of problems.
*a. T
b. F

15. Ethics in business research refers to a code of conduct or expected societal norm of behavior while conducting research.
*a. T
b. F

16. Ethical conduct applies to the researchers who undertake the research, but not to the respondents who provide them with the necessary data.
a. T
*b. F

17. The main distinction between applied and basic business research is that the former is specifically aimed at solving a currently experienced problem, whereas the latter has the broader objective of generating knowledge and understanding of phenomena and problems that occur in various organizational settings.
*a. T
b. F

18. Both basic and applied research can be carried out in a scientific manner.
*a. T
b. F

19. Identifying the critical issues, gathering relevant information, analyzing the data in ways that would help decision making, and implementing the right course of action, are all facilitated by understanding business research.
*a. T
b. F

20. Knowledge gained by the findings of basic research cannot be applied by organizations to solve their own problems.
a. T
*b. F

21. Scientific research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting, that needs a solution.
a. T
*b. F

22. Research done with the intention of applying the results of the findings to solve specific problems currently being experienced in an organization is called applied research.
*a. T
b. F
23. Research done chiefly to make a contribution to existing knowledge is called applied research.
a. T
*b. F

24. Applied research has little scientific relevance.
*a. T
b. F

25. Being knowledgeable about research and research methods helps professional managers to discriminate good from bad research.
*a. T
b. F

26. The manager should make sure while hiring researchers or consultants that the roles and

expectations of both parties are made explicit.
*a. T
b. F

27. An advantage of engaging in an external team to do the research project is that the external team would stand a better chance of being readily accepted by the employees in the subunit of the organization where research needs to be done.
a. T
*b. F

28. An advantage of engaging in an internal team to do the research project is that the team would require much less time to understand the structure, the philosophy and climate, and the functioning and work systems of the organization.
*a. T
b. F

29. A disadvantage of engaging in an external team to do the research project is that certain organizational biases of the research team might in some instances make the findings less objective and consequently less scientific.
a. T
*b. F

30. Ethical conduct applies to the researchers who undertake the research, but also to the respondents who provide them with the necessary data.
*a. T
b. F

31. The main distinction between applied and basic business research is that the latter does not have to be carried out in a scientific manner.
a. T
*b. F

32. Identifying the critical issues, gathering relevant information, analyzing the data in ways that would help decision making, and implementing the right course of action, are all facilitated by understanding business research.
*a. T
b. F

33. Knowledge gained by the findings of basic research can be applied by organizations to solve their own problems.
*a. T
b. F

34. Basic and applied research approach the use of existing knowledge and the creation of new knowledge in different ways. While they share the common principle of collecting information, their aims and objectives are very different.
*a. T
b. F

35. Applied research is characterized by its intrinsic goal of understanding the world in which we live (work, consume, invest, and the like). It is an investigation into the very essence of phenomena, aiming to discover new principles, theories, or facts.
a. T
*b. F

36. Basic research focuses on collecting information to solve practical problems. By utilizing principles, models, methods and findings from basic research, applied research aims to make real-world impact by contributing to the resolution of practical problems faced by managers, organizations or industries.
a. T
*b. F

37. When working with researchers, managers must establish clear communication channels and define roles and expectations. Transparent communication about information access is crucial to avoid misunderstandings and ensure a productive working relationship.
*a. T
b. F

38. Ethics in research are changing over time.
*a. T
b. F