Essentials of Business Research 3rd edition Wilson Test Bank

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MCQs

Chapter 1: An introduction to business research

Learning Objective 1: Know what research and business research are, and why they are important in both business and academia

1. What is the primary purpose of research?

a. To collect data randomly

b. To increase knowledge through systematic inquiry

c. To promote academic institutions

d. To validate existing opinions

Ans: B

2. Business research is best defined as:

a. A subjective analysis of consumer behaviour

b. A way for organizations to hire researchers

c. A systematic process of using data to solve managerial problems

d. A casual investigation of market trends

Ans: C

3. What distinguishes business research from general research?

a. It focuses on theoretical models

b. It is conducted only by academics

c. It aids business-related decision-making

d. It avoids using data analysis

Ans: C

4. Which of the following examples best illustrates business research?

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a. Studying the effects of chocolate on productivity

b. Investigating consumer attitudes toward a new product

c. Exploring the history of ancient trade systems

d. Analysing themes in a CEO's autobiography

Ans: B

Learning Objective 2: Understand the research skills, key concepts of research and their relationships as illustrated in the 'Honeycomb of Research Methodology'

1. Which of the following is NOT one of the six elements in the Honeycomb of Research Methodology?

a. Research philosophy

b. Data visualization

c. Research strategy

d. Data collection

Ans: B

2. What does research philosophy primarily concern?

a. The tools used for data analysis

b. The researcher's view of knowledge development

c. The number of participants in a study

d. The cost of conducting research

Ans: B

3. Which research approach moves from theory to observation?

a. Inductive

b. Deductive

c. Pragmatic

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d. Interpretive

Ans: B

4. What is the main difference between qualitative and quantitative research?

a. Qualitative uses surveys; quantitative uses interviews

b. Quantitative is subjective; qualitative is objective

c. Quantitative analyses numerical data; qualitative analyses narrative data

d. Qualitative research is always faster

Ans: C

Learning Objective 3: Understand the rationale for using multi-strategy research

1. What is a key benefit of multi-strategy research?

a. It eliminates the need for data analysis

b. It combines qualitative and quantitative insights

c. It avoids ethical considerations

d. It simplifies the research process

Ans: B

2. Which of the following is a challenge of multi-strategy research?

a. It requires no supervision

b. It is always faster than mono-method research

c. It may require skills in both qualitative and quantitative methods

d. It avoids the need for literature review

Ans: C

3. Why might a researcher choose a multi-strategy approach?

a. To reduce the number of participants

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b. To avoid using surveys

c. To gain a more comprehensive understanding of a phenomenon

d. To focus only on numerical data

Ans: C

4. What is a common misconception about mixed methods?

a. They are only used in marketing

b. They must be conducted sequentially

c. They are simple to implement

d. They are the same as multi-strategy research

Ans: D

Learning Objective 4: Appreciate how business research is linked to the organization

1. What is a common reason for businesses to conduct research?

a. To entertain employees

b. To respond to external market conditions

c. To avoid competition

d. To reduce customer feedback

Ans: B

2. What is the first step in the research process when working with a market research agency?

a. Reporting findings

b. Collecting data

c. Commissioning the research

d. Taking action

Ans: C

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3. What is a key similarity between student and practitioner research?

a. Both avoid using theory

b. Both follow similar stages in the research process

c. Both are conducted by agencies

d. Both are funded by clients

Ans: B

4. What is the role of research in organizational decision-making?

a. To delay decisions

b. To provide evidence for informed choices

c. To replace managers

d. To reduce employee input

Ans: B

Learning Objective 5: Understand the differences between academic and organizational research

1. What is the main focus of academic research?

a. Solving real-world problems

b. Building and questioning theory

c. Increasing publications for researchers

d. Improving the university

Ans: B

2. Which type of research is more likely to be applied to real-life problems?

a. Basic research

b. Organizational research

c. Theoretical research

d. Literary research

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Ans: B

3. What distinguishes academic research from organizational research?
a. Academic research is always qualitative, organizational research is always quantitative
b. Academic research is not driven by commercial needs, organizational research is
c. Academic research uses theory, organizational research does not use theory
d. Academic research is systematic, organizational research is not
Ans: B

4. What is a work-based project?
a. A study conducted by full-time students
b. A project based on the student's employer and role
c. A theoretical analysis of consumer behaviour
d. A literature review of academic journals
Ans: B

Learning Objective 6: Know the role played by research project supervisors and the kind of support they provide

1. What is the primary role of an academic research supervisor?
a. To manage the student's schedule
b. To provide support and guidance
c. To write the student's project
d. To grade other students' work
Ans: B

2. What is a common mistake students make regarding supervisors?
a. Meeting too frequently
b. Not contacting them at all

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c. Asking too many questions

d. Ignoring feedback

Ans: B

3. What is a benefit of meeting regularly with your supervisor?

a. Avoiding deadlines

b. Reducing the need for writing

c. Understanding expectations and building confidence

d. Delegating your research tasks

Ans: C

4. What is a recommended way to prepare for a supervisor meeting?

a. Re-read all your lecture notes from the last week

b. Spend days planning what to say during the meeting

c. Prepare a list of focused questions

d. Prepare several pages of questions

Ans: C

Learning Objective 7: Understand the benefits of using social media for business research

1. Which of the following is a benefit of using social media in research?

a. Reduces the need for sampling

b. Promotes research and increases visibility

c. Avoids ethical considerations

d. Limits audience engagement

Ans: B

2. What type of data can social media help collect?

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a. Numerical and confidential data

b. Qualitative and historical data

c. Qualitative and quantitative data

d. Historical and quantitative data

Ans: C

3. How can social media aid in sampling?

a. By replacing surveys

b. By targeting specific audiences

c. By avoiding participant screening

d. By limiting data collection

Ans: B

4. What is a key feature of social media that benefits researchers?

a. Content restriction

b. Instant feedback and sharing

c. Limited access to users

d. High subscription costs

Ans: B

Chapter 2: Developing a research topic

Learning Objective 1: Understand the criteria that need to be considered when choosing a research topic

1. Which of the following is NOT a criterion for a good research topic?

a. Achievable

b. Specific

c. Popular

d. Relevant

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Ans: C

2. What does ‘achievable’ mean in the context of a research topic?

a. The topic is trendy and widely discussed

b. The topic can be completed within the available resources and time

c. The topic is easy to explain to others

d. The topic is based on personal opinion

Ans: B

3. Which of the following topics would likely NOT satisfy business research guidelines?

a. Staff retention in travel companies

b. Marketing strategies of Apple

c. Podcast-listening habits of entrepreneurs

d. Financial reporting in SMEs

Ans: C

4. What is a common mistake students make when choosing a topic?

a. Selecting a topic they are passionate about

b. Choosing a topic based on supervisor reputation

c. Picking a topic with available literature

d. Aligning the topic with career goals

Ans: B

Learning Objective 2: Know what makes a good research topic

1. Which of the following best describes a ‘specific’ research topic?

a. Marketing in Europe

b. Digital marketing in Irish tourism industry

c. Business strategies

d. Consumer behaviour

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Ans: B

2. Why is relevance important in selecting a research topic?
a. It ensures the topic is easy to research
b. It aligns with the student's personal interests
c. It fits within the discipline and course requirements
d. It guarantees supervisor approval
Ans: C

3. What is a benefit of choosing a topic aligned with career aspirations?
a. It reduces the need for literature review
b. It can serve as a selling tool during job interviews
c. It avoids ethical approval
d. It simplifies data analysis
Ans: B

4. What is a risk of choosing a topic with excessive existing literature?
a. It may be too easy to complete
b. It can make the literature review time consuming
c. It ensures originality
d. It eliminates the need for data collection
Ans: B

Learning Objective 3: Recognize how to develop research questions

1. What is the first step in developing research questions?
a. Conducting interviews
b. Defining what you want to find out
c. Writing your conclusion
d. Creating a hypothesis

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Ans: B

2. Why are research questions important?
a. They replace the need for objectives
b. They help set boundaries for the literature review
c. They determine the length of the project
d. They eliminate the need for data analysis
Ans: B

3. Which of the following is a common weakness in research questions?
a. Being too specific
b. Being too sensitive or taboo
c. Being based on existing literature
d. Being related to business
Ans: B

4. Which of the following is an example of a well-formulated research question?
a. What is corporate social responsibility?
b. How successful is Majestic plc in the Columbian market?
c. What are the levels of fraud in procurement?
d. What AI tools are used and why?
Ans: B

Learning Objective 4: Recognize how to develop objectives

1. What is the difference between an aim and an objective?
a. Aim is specific; objective is general
b. Aim is what you want to achieve; objective is how you achieve it
c. Aim is optional; objective is mandatory
d. Aim is measurable; objective is not

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Ans: B

2. What does the 'SMART' acronym stand for?

a. Simple, Measurable, Accurate, Relevant, Timed

b. Specific, Measurable, Achievable, Relevant, Timed

c. Strategic, Meaningful, Applicable, Realistic, Timed

d. Specific, Manageable, Attainable, Reliable, Tested

Ans: B

3. Why is it important to limit the number of objectives?

a. To reduce the word count

b. To ensure each objective is fully addressed

c. To avoid supervisor feedback

d. To simplify the conclusion

Ans: B

4. What should be avoided when writing objectives?

a. Bullet-point format

b. Clear structure

c. Contradictory statements

d. Specific focus

Ans: C

Learning Objective 5: Evaluate your own research questions

1. Which type of research question is considered 'too big'?

a. What is corporate social responsibility?

b. How successful is Majestic plc in the Columbian market?

c. How is a new product perceived by customers, managers, and employees?

d. What are the features of second-hand clothing apps?

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