



chapter 1

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Questions

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1 pts

There is one best way to carry out all research.

true

false

Answer

1 pts

Which of these best describes why business research is distinctive from other types of research?

It is usually conducted for commercial advantage or practical consequence

It is carried out with busy and powerful people

It draws on several disciplines for its knowledge base

All of the above

Answer

1 pts

Why does business research benefit from being trans-disciplinary?

It is easier to do

The more the merrier

It combines insights from different fields of expertise

It has more practical relevance to managers

Answer

1 pts

The gap between organisational practices and evidence from research findings is called _____.

The research-practice gap

The trans-disciplinary gap

The theory-method gap

The stop gap

Answer

1 pts

Popularist science prizes results over methodological rigor.

Answer

true

false

1 pts

Which of these is a practical consequence of business research?

New theory is created

Methods are rigorous

Pure research is applied

Answer

Employees can be more satisfied

1 pts

Research is about _____.

Collecting data systematically

Interpreting data systematically

Having a clear purpose

Answer

All of the above

1 pts

A research study was carried out to see how many people took advantage of a mobile-phone company's "free minutes" offer and who chose additional download time. Is this an example of Pure or Applied Research?

Pure Research

Answer

Applied Research

Neither

Both

1 pts

"Method" is a term to describe techniques and procedures to collect and analyse data, whereas "Methodology" is a term to describe _____.

Historical methods used in the past

Answer

Theories about the research process

The practical results of research

The research problem

1 pts

Theoretical and methodological rigour as well as practical relevance are both important in _____.

Pedantic science

Popularist science

Puerile science

Pragmatist science

Answer

1 pts

The research process is best described as _____.

A single activity

A series of linked stages

A series of separate stages

None of the above

Answer

1 pts

A research study was carried out by an academic to see whether people notice web addresses on television adverts. Is this example Basic or Applied Research?

Basic Research

Applied Research

Neither

Both

Answer

1 pts

You never revisit stages of the research process more than once.

true

false

Answer

1 pts

Pure research is better than applied research.

true

Answer

false

1 pts

Which of these is NOT a stage you will go through during the research process?

Reviewing the literature

Negotiating access

Answer

Filling in your questionnaires

Analysing data

1 pts

Which one of the following is the starting point of a research process?

Designing research

Reviewing the literature

Answer

Formulating and clarifying research topic

Analysing data

1 pts

Which of these is NOT research?

A survey to promote a product

Systematically collecting information

Analysing data

Purposeful enquiry

Answer

1 pts

Research is a word used in many different ways.

true

Answer

false

1 pts

In the context of research, "systematic" refers to _____.

The study of systems

Answer

Logic not belief

Methodology

None of the above

1 pts

Mode I knowledge creation is research of an applied nature, governed by the world of practice and highlighting the importance of collaboration both with and between practitioners.

true

Answer

false

1 pts

What is described here? To investigate two possible radio adverts for the new movie?

Mode I knowledge creation

Answer

Mode II knowledge creation

Both

Neither

1 pts

What is described here? The reasons for corporate failure in the UK and France?

Mode I knowledge creation

Answer

Mode II knowledge creation

Both

Neither

1 pts

What is described here? To explore the impact of science on employee behaviour?

Mode I knowledge creation

Mode II knowledge creation

Answer

Mode III knowledge creation

Neither

1 pts

Research undertaken by people in universities is usually _____.

Out of touch with reality

Answer

Basic research

Expensive

Applied research

1 pts

Research is about assembling and reordering facts or information without interpretation.

true

Answer

false

1 pts

Consider this research question: Should a new factory procedure be used? Which management function is the closest match?

Answer

Production

HRM

Marketing

All functions

1 pts

Consider this research aim: To help solve problems of absenteeism. Which management function is the closest match?

Production

Answer

HRM

Marketing

All functions

1 pts

Consider this research aim: To investigate new markets. Which management function is the closest match?

Production

HRM

Marketing

All functions

Answer

1 pts

Consider this research question: Do appraisals act as a motivator? Which management function is the closest match?

Production

HRM

Marketing

All functions

Answer

1 pts

Consider this research aim: To provide information for decision-making. Which management function is the closest match?

Production

HRM

Marketing

All functions

Answer

1 pts

Business and management research is undertaking systematic research to find out things about business and management" (Saunders *et al.* 2009). Which of these does it concern?

Human resources

Production planning

Marketing planning

All of the above

None of these

Answer

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