

[Home](#) [Multiple Choice Questions](#)

Chapter 1: Business and management research, reflective diaries and the purpose of this book

## Chapter 1: Business and management research, reflective diaries and the purpose of this book

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

1 Leading, controlling and allocating resources describes which ONE of these?

<input checked="" type="radio"/>	Management.
<input type="radio"/>	Graphics.
<input type="radio"/>	Banking.
<input type="radio"/>	Research.

Correct.

2 Management research is simply systematic research to find out things about business and management" (Saunders *et al* 2006). Which of these does it concern?

<input type="radio"/>	Production planning.
<input type="radio"/>	Marketing planning.
<input type="radio"/>	Human resources.
<input checked="" type="radio"/>	All of the above.

Correct.

- 3 A top manager of a chocolate bar manufacturer asks for a report on how a new competing chocolate bar is being advertised. This is an example of:

management consultancy.

employee research.



marketing research.

none of these.

Correct.

- 4 A supermarket manager wants to know whether employees feel comfortable working in the cold food department. This is an example of:



employee research.

management consultancy.

marketing research.

none of these.

Correct.


- 5 A research study was carried out to see whether people notice web addresses on television adverts. This is an example of:

applied research.

	book
neither.	
both.	


Correct.

- 6 A research study was carried out to see how many people bought a product using the freephone number and how many using a paid-for phone call. This is an example of:

	pure research.
	applied research.
	neither.
	both.

Correct.

- 7 Respondent selection is also known as:

	grossing.
	weighting.
	coding.
	sifting.
	sampling.

Correct.

Chapter 1: Business and management research, reflective diaries and the purpose of this  
When a study has been conducted and is available for others to see, it becomes  
book

primary data.

ordinal data.



secondary data.

Correct.

9

Consider this research question:

Should a new factory procedure be used?

Which management function is the closest match?

All functions.

HRM.



Production.

Marketing.

Correct.

10

Consider this research aim:

To help solve problems of absenteeism.

Which management function is the closest match?

Production.

All functions.



HRM.

Correct.

**11** Consider this research aim:

To investigate new markets.

Which management function is the closest match?

All functions.

Production.



Marketing.

HRM.

Correct.

**12** Research goes through distinct phases. Which one is in the WRONG position?



Report.

Critically review literature.

Formulate your research question.

Determine information gathering techniques.

Correct.

**13** What is described here?

To investigate two possible radio adverts for the new movie.

book



Mode II knowledge creation.

Both.

Neither.

Correct.

14 What is described here?

◀ The reasons for corporate failure in the UK and France. ▶



Mode I knowledge creation.

Mode II knowledge creation.

Both.

Neither.

Correct.

15 Research is something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.



True

False

Correct.

16 Research is a multi-stage process and will involve both reflecting on and revising stages already undertaken and forward planning.

book

False

Correct.

- 17 The term 'research methodology' refers to the theory of how research should be undertaken.



True

False

Correct.

- 18 Research is just collecting facts or information with no clear purpose.

True



False

Correct.

- 19 Management research can ignore theory and concentrate practical issues.

True



False

Correct.

- 20 Management research not only needs to provide findings that advance knowledge and understanding, it also needs to address business issues and practical managerial problems.

book

False

Correct.

21

Your own beliefs and feelings will never impact upon your research.

True



False

Correct.

22

You will probably revisit each stage of the research process more than once.



True

False

Correct.

23

Marketing is the same as sales.

True



False

Correct.

24

Pure research is better than applied research.

True



Correct.

**25** The term middle management refers to a set of managers who are not in a hierarchy.

True



False

Correct.

**26** Pure research is usually done for long term benefits.



True

False

Correct.

**27** If a study is reliable it means that it measures what we think it should measure.

True



False

Correct.

**28** Validity means that if we repeated the study we would get the same results.


True

Correct.

29

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



False

Correct.

See Results

Reset / Start Over

Pearson Higher Education

- About Us
- Educators
- Academic Executives
- Students
- Other Customers

Browse our Catalog

Pearson Higher Education

Contact a Rep

Find your Pearson rep

Technical Help

Pearson Technical Support

