Research Methods for Business
Students, 8th Edition

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Chapter 2: Formulating and clarifying the research topic

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   In academic research, at University level, a verb best avoided in the research question is:

✔	to describe.
	to establish.
	to identify.
	to determine.

Correct.

2   What is the main advantage of producing a written research proposal?

✔	Informs all interested parties.
	Helps with credibility.
	Helps keep people employed.
	Helps the institution.

3 Idea generation by two or more people thinking as freely as possible is formally known as:

✅	brainstorming.
	gap analysis.
	clap-trapping.
	forced relationships.
	the learning curve.

Correct.

4 A symmetry of potential outcomes means that the project:

	will be reliable whatever the outcome.
	starts with a qualitative stage and ends with a qualitative stage.
	starts with a quantitative stage and ends with a quantitative stage.
✅	will be valuable whatever the outcome.

Correct.

5 What is the difference between *research questions* and *research objectives*?

	One of these is proposed by a supervisor.
	The question is worded by the researcher, the objective is not.

✅ The wording of one is likely to be more specific than the other.

Correct.

6 These research tasks are slightly out of order. Which one should be moved? The study asked 2000 people about Christmas shopping.

The costs of research were calculated.
✅ Tables produced.
A timetable was created.
Secondary sources consulted.
The questionnaire was written.
People interviewed.

Correct.

7 What helps to agree timing, agree resource allocation and also draws boundaries?

The final report.
✅ The proposal.
The observation form.
The questionnaire.

Correct.

appear?

| Marketing objective. |
| ✅ Research objective. |
| Business objective. |
| Creative objective. |

Correct.

9 Which word fills all the blanks in this extract:

We talk about generating _____, testing _____, rejecting _____.

| objectives |
| ✅ hypotheses |
| questions |
| aims |

Correct.

10 Projects do go wrong. In one case a student was indecisive and collected anything, just in case it came in useful: web sites, photocopies, brochures. The questionnaire even included irrelevant questions, just in case the information could be useful. Which ONE of the following would have been realistic and would have helped the most with this problem?

| Regular progress reports to the supervisor. |
| Using a Gantt chart. |

Being less ambitious.

Using SPSS.

Correct.

11 Projects do go wrong. In one case a student's conclusion was not acceptable. She jumped to that conclusion because it seemed to her to be the right answer. Which ONE of the following would have been realistic and would have helped the most with this problem?

Using SPSS.

Asking for the deadline to be changed.

Being less ambitious.

✓ Working closely with the information collected.

Regular progress reports to the supervisor.

Correct.

12 Projects do go wrong. In one case a student could not analyse the data collected; he was not capable. Which ONE of the following would have been realistic and would have helped the most with this problem?

✓ Regular meetings with the supervisor.

Asking for the deadline to be changed.

Using a Gantt chart.

Using SPSS.

Correct.

13 A student plans a research project; it is called *A description of IBM.* On the limited information we have (the title), which ONE of these best applies to the idea?

It has an acceptable method.
✔ It is wide.
It is narrow.
It has an acceptable purpose.

Correct.

14 What is 'a possible explanation that we may or may not agree with'?

✔ The hypothesis.
The objective.
The research question.
Grounded theory.

Correct.

15 The timing section of a report will NOT include:

✔ guidelines on ethics.
deadlines for ending data collection.

progress report dates.

Correct.

16 In most studies objectives are best set after deciding on methodology.

	True
✓	False

Correct.

17 The research objective will start with the word TO and a verb. Common verbs in research objectives are: to identify; to establish; to determine; and to develop.

✓	True
	False

Correct.

18 It is a good idea to generate numerous ideas and develop them before choosing one in particular.

✓	True
	False

Correct.

19 It is unacceptable to take a previous study and repeat some aspects.

✅ False

Correct.

20 A hypothesis is a proposition.

✅ True

False

Correct.

21 Research objectives will start with one of the words: what, why and how.

True

✅ False

Correct.

22 It is generally accepted that 'research objectives require more rigorous thinking which derives from the use of more formal language'.

✅ True

False

Correct.

23 The proposal will talk in the past tense; the final report is written in the future tense.

✅ False

Correct.

24 The terms dissertation and thesis may be different names for the same thing.

✅ True

False

Correct.

25 An academic study may be considered valid if the only literature selected is newspaper material.

True

✅ False

Correct.

26 The technique of brainstorming can be used to generate and refine research ideas.

✅ True

False

Correct.

27 Writing two separate project reports for two different audiences is always a complete waste of time.

✅ False

Correct.

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28 An extensive list of references at the end of the dissertation shows that is has used theory effectively.

	True
✅	False

Correct.

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29 The dissertation's study of the relevant previous published research should inform the research question(s) and objectives.

	True
✅	True
	False

Correct.

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30 The overall purpose of management research is to establish new facts not develop new theories.

	True
	True
✅	False

Correct.

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