

Chapter 5: Formulating the research design

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 Read the following definition by Gill and Johnson (1997):

"A formulation regarding the cause and effect relationships between two or more variables, which may or may not have been tested."

Which one of these does it define?

<input type="radio"/>	Secondary data.
<input checked="" type="radio"/>	Theory.
<input type="radio"/>	Observation.
<input type="radio"/>	Sampling.

Correct.

2 Which one of the following is a data collection method?

<input type="radio"/>	The case study.
<input type="radio"/>	The onion.
<input type="radio"/>	Positivism.

3 Which one of these is NOT normally associated with quantitative data?

☒ Researchers views of high importance.

Numbers.

Analysis guided by standardised rules.

Analysis begins as data are collected.

Correct.

4 Which one of these is NOT normally associated with qualitative data?

☒ Pie charts.

Words.

Narrative.

Images.

Correct.

5 A study is based on 30 people (across three focus groups). What type of study is this?

Structured study.

☒ Qualitative study.

Questionnaire study.

- 6 A study is based on 1000 people interviewed face to face in shopping centres. What type of study is this?

Self-completion study.

Qualitative study.

☒ Questionnaire study.

Ethnographic study.

Correct.

- 7 Which one of these studies is least associated with construct validity?

Quantitative.

☒ Qualitative.

Positivist.

Correct.

- 8 Which research strategy is described here?

The introduction of planned change on one or more of the variables;
measurement on a small number of variables and control of other variables.

Case study.

Survey.



Experiment.

9

Triangulation can come about from which one of the following?



Using more than one approach.



Using one of three sampling methods.

Doing a survey with at least three respondents.

Checking results three times.

Correct.

10

Which research strategy is described here?

The collection of data using questionnaires, but it also includes other techniques (e.g. structured observation and structured interviews).

Ethnography.

Grounded theory.



Survey.

Action research.

Correct.

Which research strategy is described here?

The researcher is involved in the acts under study; s/he causes changes and monitors the outcomes.

<input type="radio"/>	Survey.
<input checked="" type="radio"/>	Action research.
<input type="radio"/>	Case study.
<input type="radio"/>	Grounded theory.

Correct.

- 12 Which of these should be most valuable to show a gradual change in behaviour over time?

<input type="radio"/>	Extrapolations.
<input type="radio"/>	Snapshot surveys.
<input checked="" type="radio"/>	Longitudinal studies.
<input type="radio"/>	Experimental studies.

Correct.

- 13 Which research strategy is described here?

Theory is developed from data generated by a series of observations or interviews principally involving an inductive approach.

<input type="radio"/>	Action research.
<input checked="" type="radio"/>	Grounded theory.

Ethnography.

14 For any study you should question the validity and reliability of:

the sampling procedure.

the questionnaire.

the interviewing process.

☒ all of the above.

Correct.

15 A study interviews a representative sample of the nation's population every week to detect how many people read a particular newspaper. A prize draw is introduced for participants as an incentive to do the interview. What impact will the incentive have on the readership results for the newspaper in question?

No impact: there will be no difference in readership figures.

Readership will increase.

☒ There may be an increase or decrease in readership figures, or they may stay the same.

Readership will decrease.

Correct.

16 An exploratory study is one that is restricted to geographers.



False

17

Experimental studies are never used in management and business research.

True



False

Correct.

18

The survey strategy is usually associated with the deductive approach.



True

False

Correct.

19

Using the case study in management and business research is usually restricted to researchers who are employed in the organisation being researched.

True



False

Correct.

20

The case study in management and business research refers to the use of one organisation only as the research setting.



False

21

Triangulation refers to the use of different data collection techniques within one study in order to ensure that the data are telling you what you think they are telling you.



True

False

Correct.

22

Action research is concerned with the resolution of organisational issues such as the implications of change together with those who experience the issues directly.



True

False

Correct.

23

Grounded theory is a deductive approach, theory being grounded in such continual reference to the data.

True



False

Correct.

Ethnography refers solely to research designed to understand different cultures.

True



False

Correct.

25

The main strength of longitudinal research is the capacity that it has to study change and development.



True

False

Correct.

26

Quantitative research is associated with two techniques: focus groups and in-depth interviews.

True



False

Correct.

27

Archival research is only for historians, not those involved in management and business research.

True



False

Correct.

Research strategies should not be combined.

True



False

Correct.

29

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

True



False

Correct.

30

If a study is valid, it means that we get the same result if the study is repeated.

True



False

Correct.

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