

# Chapter 1

## Business and management research

Select the best answer for each of the following statement:

1. Leading, controlling and allocating resources describes which ONE of these?  
a. Banking.      b. Management.      c. Research      d. Graphics
2. Management research is simply systematic research to find out things about business and management" . Which of these does it concern?  
a. Marketing planning      b. Production planning      c. Human resources  
d. All the above.      e. None of these
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:  
a. employee research      b. management consultancy      c. marketing research      e. none of these
4. A supermarket manager wants to know whether employees feel comfortable working in the cold food department. This is an example of:  
a. employee research      b. management consultancy      c. marketing research      e. none of these

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5. A research study was carried out to see whether people notice web addresses on television adverts. This is an example of:  
a. pure research.      b. applied research.      c. neither      d. both.
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:  
a. pure research.      b. applied research.      c. neither.      d. both.
7. Respondent selection is also known as:  
a. sifting.      b. grossing.      c. weighting.      d. sampling.
8. When a study has been conducted and is available for others to see, it becomes:  
a. secondary data.      b. ordinal data.      c. primary data.
9. Consider this research question: Should a new factory procedure be used? Which management function is the closest match?  
a. Marketing.      b HRM..      c. Production.      d. All functions
11. Consider this research aim: To investigate new markets. Which management function is the closest match?  
a. Marketing.      b HRM..      c. Production.      d. All functions
12. Research goes through distinct phases. Which one is in the WRONG position? Report.  
A. Critically review literature. b. Formulate your research question.  
c. Determine information gathering techniques

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13. What is described here? To investigate two possible radio adverts for the new movie.  
a. Mode I knowledge creation. B. Mode II knowledge creation. c. Both. d. Neither.
14. What is described here? The reasons for corporate failure in the UK and France.  
a. Mode I knowledge creation. b. Mode II knowledge creation. c. Both. d. Neither.
15. Research is something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.  
a. True b. False
16. Research is a multi-stage process and will involve both reflecting on and revising stages already undertaken and forward planning.  
a. True b. False
17. The term 'research methodology' refers to the theory of how research should be undertaken.  
a. True b. False
18. Research is just collecting facts or information with no clear purpose.  
a. True b. False
19. Management research can ignore theory and concentrate practical issues.  
a. True b. False
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.  
a. True b. False
21. Your own beliefs and feelings will never impact upon your research.  
a. True b. False
22. You will probably revisit each stage of the research process more than once.  
a. True b. False
23. Pure research is better than applied research.  
a. True b. False
24. Pure research is usually done for long term benefits.  
a. True b. False
25. If a study is reliable it means that it measures what we think it should measure  
a. True b. False
26. Validity means that if we repeated the study we would get the same results.  
a. True b. False
27. 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.  
a. True b. False