

Chapter 1: Introducing Business Research

TRUE/FALSE

1. Literature in the context of a research project is an account of research which has already been carried out and published in books, in articles in scientific journals, in theses, in conference reports, in government reports, in the reports of NGOs (Non-Governmental Organisations), and in the media.

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2. Methodology refers to the way in which the research is carried out, the philosophical principles underpinning the research, and the data collection methods used to carry out the research.

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3. Questionnaires, interviews and focus groups are examples of data gathering methods.

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4. Other examples of data gathering methods include scales, projective techniques, diaries, images, narratives, life histories, the use of documents, archives, printed material, film, symbols.

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5. A literature review is a listing of all of the literature relevant to the research project.

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6. Data in the research project are information or evidence that the researcher gathers in order to be able to explore the phenomenon under investigation.

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7. The data gathered allows you, the researcher, to build a picture on the phenomenon under investigation; the more data and the better its quality, the more complex and richer the picture of the phenomenon you can present in the written report of the research.

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8. The four frameworks approach to undertaking research provides a simple approach to the work of undertaking a research project and a simple approach to the process of writing up that research, the process of completing a thesis or a research project.

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9. The four frameworks approach to undertaking research prevents students from taking on board any new shift in direction the may natural occur as their research develops.

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10. The four frameworks approach to undertaking research stops students from incorporating into their research any new insight or idea they might develop, through their review of the literature, through their experiences while gathering data for their research, or through their reflections on their research.

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11. The four frameworks are the conceptual framework, the theoretical framework, the methodological framework and the analytical framework.

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12. The conceptual framework for the research project is contained in the one-sentence research question or statement which you, the researcher, develop from your reflection on your research idea and the literature published in the area of your research idea. Each key word in that one sentence is a key concept in your research.

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13. The theoretical framework for the research project is contained in the literature review undertaken and written for the research project. The key concepts in the conceptual framework help to guide the researcher in their search for literature for the literature review, and they help guide the researcher in terms of the structure and the content of the literature review.

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14. The methodological framework contains all of the information and detail relating to the research methodology and methods used in the research project. This framework contains all of the information and detail on the way in which the research was carried out. The researcher designs the research methodology for the research project based on the nature of the research.

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15. The analytical framework contains all of the analysis carried out for the research that is to be presented in the written account of the research project. The researcher is guided in the work of carrying out and presenting the data analysis for the research project by the conceptual framework and the theoretical framework constructed for the research project. The methodological framework constructed for the research project provides the means through which data for analysis are to be gathered.

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16. The four frameworks approach to the research process facilitates researchers in developing thoroughly integrated, sound, research projects.

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17. The conceptual framework is the fourth and final framework in the four frameworks approach to the research project.

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18. Positivists and social constructionists and interpretivists hold different views or perspectives on the nature of reality

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19. Ontology is the study of the nature of reality

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20. Positivists see the world as having one reality of which we are all a part.

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21. The interpretivist and the social constructionist hold that reality, that which is real, is unique to each individual, and to the manner in which each individual, given their own unique set of circumstances and life experiences, construct, experience and/or interpret their world.

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22. The objective in all research conducted within an academic setting is to contribute to a body of knowledge, is to create new knowledge, to expand the knowledge base.

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23. There are many different methodologies used in conducting research, among them case study, survey, experimental design, meta analysis, attitude research, action research, ethnography, feminist research, grounded theory, semiotics, image-based research and phenomenology.

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24. There are many different data collection methods which can be used in research, the include questionnaires, interviews, focus groups, observation, scales and projective techniques, visual methods, photographs, pictures, maps, videos, films and so on, the gathering of narratives, the use of field diaries and the use of documentary evidence.

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25. The quality of every research project is dependent upon the integrity of the researcher.

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MULTIPLE CHOICE

1. The research process is:

- a. the step-by-step process by which the research project is conducted and completed.
- b. the process of describing research.
- c. the process of developing research ideas.
- d. The process of gathering data for a research project.

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2. Literature in the context of a research project is:

- a. Books published about research and the research process.
- b. Published accounts of research that has already been carried out.
- c. Great works of writing on research.
- d. Books written about research and research methodology.

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3. Rigour in research refers to:
- The research capability of the researcher.
 - The strength of the research proposal.
 - the rigorous manner in which research is conducted.
 - Inflexibility in the research.

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4. The four frameworks approach to undertaking research:
- is used in quantitative research.
 - provides a simple approach to the work of designing and developing a research project.
 - provides four possible alternative approaches to the research project.
 - is a research methodology used in qualitative research.

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5. The first framework of the four frameworks approach is
- the basic framework.
 - the initial framework.
 - the conceptual framework.
 - The key framework.

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6. The second framework of the four frameworks approach is:
- the second framework.
 - the axial framework.
 - the theoretical framework.
 - the literature framework.

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7. The third framework of the four frameworks approach is:
- the critical framework.
 - the methodological framework.
 - the penultimate framework.
 - the gamma framework.

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8. The fourth framework of the four frameworks approach is:
- the analytical framework
 - the concluding framework.
 - the delta framework.
 - the key framework.

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9. A key concept is:
- a means of commencing the research process.
 - an idea the researcher has for the research process.
 - a way of completing the research.
 - a key idea, a key word, or a key phrase in the research.

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10. Concepts are fundamental to research they:
- are the research proposals that researchers create and develop.
 - are the building blocks of theory.
 - are the ways by which data is gathered for the research project.
 - provide insight into the manner in which data was gathered for the research.

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11. The research diary:
- is used by the researcher to record their thoughts and ideas about their research project, their observations, understandings, and reactions to the phenomena they witness, experience and study in the field. The material recorded in the diary is used by the researcher in writing up the research project.
 - is the timetable the researcher develops for the research project.
 - is the record of appointments the researcher keeps over the time period of the research project.
 - Is the private diary in which the researcher records their private thoughts throughout the research process.

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12. Empirical data is:
- is any data used in a research project.
 - is data gathered directly by the researcher in the field.
 - is any relevant and usable data.
 - is quantitative data.

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13. Positivists see the world:
- very clearly.
 - as being a very positive place.
 - as having one reality of which we are all a part.
 - as being comprised of multiple realities.

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14. Social constructionists see the world:
- as being co-constituted, co-created, socially constructed, and made up of many different realities.
 - as a social place, a place where everyone is connected to everyone else.
 - as being constructed by the social engagement of every person in the world.
 - as having one reality of which we are all a part.

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15. Interpretivists hold that:
- data gathered in the research process must be interpreted.
 - we each interpret the world in our own way, and through our individual and unique interpretations we each of us construct our own realities.
 - interpretation is fundamental to the research process.
 - we are all part of one reality which must be interpreted.

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16. A researchable project is a project:
- that the researcher has the time and money necessary to carry out as well as access to the data necessary.
 - that the researcher can easily carry out.
 - that a researcher wants to carry out.
 - that the researcher will be allowed carry out.

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17. Epistemology is:
- a. the study of religion.
 - b. the science of letter-writing.
 - c. the theory of knowledge; it is the branch of philosophy concerned with what is knowledge, what constitutes knowledge, and how knowledge is created.
 - d. the study of the nature of reality.

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18. Ontology is :
- a. is the act of working on a research project.
 - b. The theory of knowledge; it is the branch of philosophy concerned with what is knowledge, what constitutes knowledge, and how knowledge is created.
 - c. the study of the nature of reality.
 - d. the study of research methods.

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19. The research methodology in a research project is:
- a. the way in which the research was conducted or carried out.
 - b. the way in which data was gathered for the research project.
 - c. the methodical way in which the researcher organised the research project.
 - d. an in-depth description of the ethical considerations in the research.

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20. Data collection methods are:
- a. the way in which the research is conducted.
 - b. the means by which the researcher reviews the literature for the research project.
 - c. either quantitative or qualitative.
 - d. the means by which data is gathered for the research project.

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21. Data is:
- a. statistics used in a research project.
 - b. evidence gathered for the research project.
 - c. numerical information gathered for the research project.
 - d. computerised information used in a research project.

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22. Gatekeepers in the context of the research project are:
- a. people who have the capacity to facilitate or deny access to the people and/or the places which have or hold data necessary to the research.
 - b. people who control and secure the gates to any organisation.
 - c. people who control electronic and other keys to organisations.
 - d. Porters who manage and control entry points in buildings within which the research project is set.

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23. The research process:
- a. Involves the generation and use of statistics in order to understand data.
 - b. Is the process of generating ideas from data.

- c. Is the step by step process of undertaking research.
- d. Is the process of reducing large amounts of data to summaries of that data.

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24. Social research paradigms are:
- a. the different methodologies used in social research.
 - b. different perspectives taken by social scientists on the social world. Among the different paradigms are positivism, interpretivism, and social constructionsim.
 - c. different ways of gathering data for a research project.
 - d. different ways of analysing data.

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25. Social research can be defined as:
- a. research that requires the researcher to be sociable.
 - b. research into all things social.
 - c. research into the social life of a particular group of people
 - d. is research conducted by social scientists on some aspect of the social world.

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SHORT ANSWER

1. How do you ensure that your research project is researchable?

ANS:

In order for a project to be researchable, you, the researcher, must have the time needed to carry out the research, the money needed, if any money is needed, to carry out the research, and access to the data required for the research project. So, you ensure that your research project is researchable, by ensuring that you have the time needed to carry out the research, by ensuring you that you have any money you need to carry out the research, and by ensuring that you have access to the data required for the research.

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2. What is contained in the conceptual framework?

ANS:

The conceptual framework contains all of the key concepts of the research project and a statement of the research methodology used (or to be used) in the research project. It should be possible to state the conceptual framework in one sentence, either as the research statement or the research question.

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3. The literature review contains which of the four frameworks?

ANS:

The literature review written for the research project contains the theoretical framework of the research project. The theoretical framework for the research project is developed by the researcher from the review of all of the literature (theory) the researcher has read for the research project.

PTS: 1

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