Lecturer Testbank

Chapter 3

Answers are indicated with a \*

1. A problem is any situation where a gap exists between the actual and the desired ideal states.

\*a. T

b. F

2. Once we have identified the management problem, it needs to be narrowed down to a researchable topic for study.

\*a. T

b. F

3. The selection of an *academic* perspective on the problem allows us to draw upon a rich body of literature to help us to solve the problem.

\*a. T

b. F

4. Secondary data refers to information that the researcher gathers first hand through instruments such as surveys, interviews, focus groups, or observation.

\*a. T

b. F

5. Which of the following answers **cannot** be an objective of preliminary research?

a. Mapping out the research problem.

\*b. Defining concepts.

c. Interpreting research outcomes.

d. Improving the relationship between the client and the performer of the investigation.

6. What is wrong with a problem definition that is ‘biased’?

a. The research problem is too broad.

b. The problem is not specific and clear.

\*c. The problem definition reflects the opinion of the researcher.

d. The problem definition lacks focus.

7. The quality of a literature review depends on a careful selection of data sources

a. T\*

b. F

8. Symptoms are concrete examples of the way in which a certain business problem reveals itself.

\*a. T

b. F

9. The field of interest of a research is unrelated to the problem and symptoms.

a. T

\*b. F

10. Secondary research simplifies the process of problem formulation.

\*a. T

b. F

11. There is always one best way to investigate a certain problem statement.

a. T

\*b. F

12. A good problem statement includes both a statement of the research objective(s) and the research question(s).

\*a. T

b. F

13. Research questions are the translation of the problem of the organization into a specific need for information.

\*a. T

b. F

14. Familiarity with the literature is only beneficial in an academic context.

a. T

\*b. F

15. A first review of the literature helps you to make an informed decision about your research approach.

\*a. T

b. F