Lecturer Testbank

Chapter 6

Answers are indicated with a \*

1. Which type of study is most suitable when there is little to no insight in a certain problem or when there is no information available on how similar problems or research issues have been solved in the past?

\*a. Exploratory study.

b. Descriptive study.

c. Causal study.

d. Experiments.

2. What **cannot** be the purpose of a causal study?

a. Understanding the dependent variable.

b. Predicting the dependent variable.

\*c. Making sure that all relevant variables are included in the study.

d. Explaining the variance in the dependent variable.

3. If a bank manager wants to analyze the relationship between interest rates and bank deposit patterns of clients, a ‘field study’ is the most suitable method of investigation.

a. T\*

b. F

4. In an investigation on the relationship between customer satisfaction and loyalty among customers of a supermarket, the ‘unit of analysis’ is the supermarket.

a. T

b. F\*

5. A director of Burger King wants to have an overview of the profits made in the last five years in the Netherlands, Germany and the Czech Republic. To get this, the profits of all individual franchise-establishments have to be aggregated. The ‘unit of analysis’ in this case is the individual franchise-establishment.

a. T\*

b. F

6. A study in which data are gathered at more than one point in time is called …

a. A cross-sectional study.

\*b. A longitudinal study.

c. An experimental study.

d. A randomized study.

7. The type of investigation is an element of research design.

a. T\*

b. F

8. The study setting is an element of research design.

a. T\*

b. F

9. Which of the following studies is a causal in nature?

The researcher tries to find out:

a. The effect of reward system on productivity.

b. Why unemployment in Belgium is higher than in Germany.

c. Whether smoking is causing cancer.

d. All the above answers are correct.\*

10. The unit of analysis refers to the aggregation level of the data collected.

\*a. T

b. F

11. The central research question determines the unit of analysis of an investigation to a large extent.

\*a. T

b. F

12. Correlational study done in organizations are called field studies.

\*a. T

b. F

13. A researcher wants to determine the cause-effect relationship between price discounts and sales. A field experiment would be an appropriate way to test this relationship.

\*a. T

b. F

14. The idea behind triangulation is that one can be more confident in a result if the use of different methods or sources leads to the same results.

\*a. T

b. F

15. Action research is a systematic set of procedures to develop an inductively derived theory from the data.

a. T

\*b. F

16. Grounded theory is the planned watching, recording, analysis, and interpretation of behavior, actions, or events.

a. T

\*b. F

17. Experiments are usually associated with inductive research.

a. T

\*b. F

18. Surveys are used in exploratory, descriptive, and in causal research to collect data about people, events, or situations.

\*a. T

b. F

19. Important tools of grounded theory are theoretical sampling, coding, and constant comparison.

\*a. T

b. F

20. Case studies focus on collecting information about a specific, object event or activity, such as a particular business unit or organization.

\*a. T

b. F