Lecturer Testbank

Chapter 7

Answers are indicated with a \*

1. Primary data are more important than secondary data.

a. T

\*b. F

2. Primary data are data that for example is gathered from annual reports.

a. T

\*b. F

3. It is preferred to first ask general questions and then more specific questions.

\*a. T

b. F

4. A thematic apperception test, an inkblot test and word association techniques are all examples of:

\*a. Projective methods.

b. Descriptive methods.

c. Prescriptive methods.

d. Iterative methods.

5. An inkblot test is an example of a projective method.

\*a. T

b. F

6. Which of the following points is **not** related to the costs for a respondent that go with the participation in an investigation?

a. Whether or not the respondent stays anonymous.

b. The duration of the interview.

c. The type of information that has to be given.

\*d. Lack of influence on the decision making.

7. Which of the following answers cannot be seen as a good way to probe in an interview?

a. Repeat the same question.

\*b. Come back to the subject later on.

c. Summarize the answer.

d. Be silent.

8. What is **not** a part of conversation introduction in an interview?

a. Socially emotional oriented aspects.

b. Verbal signals.

c. Corrective statements.

\*d. Monitoring the answers.

9. Interviews can help you to better interpret the results of a quantitative investigation.

\*a. T

b. F

10. Interviews are a useful method to collect data in case studies.

\*a. T

b. F

11. An advantage of face-to-face interviews is that the respondents are able to end the interview on every moment.

a. T

\*b. F

12. The Delphi Technique has been widely used for short-run business forecasting.

a. T

\*b. F

13. Experiments, observational methods, and questionnaires are the three main data collection methods in survey research.

\*a. T

b. F

14. Interview bias is typically introduced by the interviewee.

a. T

\*b. F

15. To obtain honest information from the respondents, the researcher/interviewer should be able to establish rapport and trust with them.

\*a. T

b. F