

## Chapter 1: Introducing Business Research

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### 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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 5

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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 5

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

ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 4

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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 5

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

ANS: F                      PTS: 1                      DIF: Easy                      REF: Page 4

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.

ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 5

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.

ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 5

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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 5

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.

ANS: F                      PTS: 1                      DIF: Moderate                      REF: Page 5

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.
- ANS: F                      PTS: 1                      DIF: Moderate                      REF: Page 5
11. The four frameworks are the conceptual framework, the theoretical framework, the methodological framework and the analytical framework.
- ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 6
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.
- ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 6
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.
- ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 6
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.
- ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 6
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.
- ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 6
16. The four frameworks approach to the research process facilitates researchers in developing thoroughly integrated, sound, research projects.
- ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 6
17. The conceptual framework is the fourth and final framework in the four frameworks approach to the research project.
- ANS: F                      PTS: 1                      DIF: Easy                      REF: Page 6
18. Positivists and social constructionists and interpretivists hold different views or perspectives on the nature of reality
- ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 13

19. Ontology is the study of the nature of reality

ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 14

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

ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: T                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 14

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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 15

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.

ANS: T                      PTS: 1                      DIF: Moderate                      REF: Page 16

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

ANS: T                      PTS: 1                      DIF: Easy                      REF: Page 27

## **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.

ANS: A                      PTS: 1                      DIF: Easy                      REF: Page 4

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.

ANS: B                      PTS: 1                      DIF: Easy                      REF: Page 4

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.

ANS: C                      PTS: 1                      DIF: Easy                      REF: Page 5

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.

ANS: B                      PTS: 1                      DIF: Moderate                      REF: Page 5

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

ANS: C                      PTS: 1                      DIF: Easy                      REF: Page 6

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

ANS: C                      PTS: 1                      DIF: Easy                      REF: Page 6

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

ANS: B                      PTS: 1                      DIF: Easy                      REF: Page 6

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

ANS: A                      PTS: 1                      DIF: Easy                      REF: Page 6

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.

ANS: D                      PTS: 1                      DIF: Moderate

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.

ANS: B                      PTS: 1                      DIF: Moderate                      REF: Page 10

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.

ANS: A                      PTS: 1                      DIF: Moderate                      REF: Page 10

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.

ANS: B                      PTS: 1                      DIF: Moderate                      REF: Page 12

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.

ANS: C                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: A                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: B                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: A                      PTS: 1                      DIF: Moderate                      REF: Page 20

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

ANS: C                      PTS: 1                      DIF: Difficult                      REF: Page 13

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

ANS: C                      PTS: 1                      DIF: Difficult                      REF: Page 14

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

ANS: A                      PTS: 1                      DIF: Moderate                      REF: Page 15

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

ANS: D                      PTS: 1                      DIF: Moderate                      REF: Page 15

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

ANS: B                      PTS: 1                      DIF: Moderate                      REF: Page 15

22. Gatekeepers in the context of the research project are:
- 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.
  - people who control and secure the gates to any organisation.
  - people who control electronic and other keys to organisations.
  - Porters who manage and control entry points in buildings within which the research project is set.

ANS: A                      PTS: 1                      DIF: Easy                      REF: Page 20

23. The research process:
- Involves the generation and use of statistics in order to understand data.
  - 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.

ANS: C                      PTS: 1                      DIF: Moderate                      REF: Page 4

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.

ANS: B                      PTS: 1                      DIF: Difficult                      REF: Page 13

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.

ANS: D                      PTS: 1                      DIF: Difficult                      REF: Page 12

### 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.

PTS: 1                      DIF: Moderate                      REF: Page 19

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.

PTS: 1                      DIF: Moderate                      REF: Page 6

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

DIF: Moderate

REF: Page 6