

Chapter 4 – MR Practice Quiz

Research Designs: Exploratory and Qualitative Research

TRUE/FALSE

1. After stating the management problem, research purpose, and research hypothesis, the next step is to formulate the research design.
ANS: T PTS: 1
2. Research hypothesis is a plan of action that answers the question: How are we going to answer these research questions?
ANS: F PTS: 1
3. The three objectives of research are to conduct a general exploration of the issue, to describe a population, and to attribute cause and affect relationships among two or more variables.
ANS: T PTS: 1
4. Three categories of research design are exploratory, descriptive and causal.
ANS: T PTS: 1
5. Primary information is one of the common tools to conduct exploratory research.
ANS: F PTS: 1

MULTIPLE CHOICE

1. The choice of research design is influenced by the:
 - a. Decision maker's attitude toward risk
 - b. Size of the research budget
 - c. Types of decisions being faced
 - d. A and B
 - e. A, B and CANS: E PTS: 1
2. A distinction between exploratory and descriptive interviewing would be that:
 - a. Exploratory is looking for quantification of findings; descriptive is looking for insights
 - b. Exploratory is looking for insights; descriptive is looking for quantification.
 - c. Exploratory typically would involve conducting more interviews than descriptive
 - d. There is no distinction—they would both be conducted the same way.ANS: B PTS: 1
3. Qualitative methods of research include:
 - a. Ethnography
 - b. Extended case studies
 - c. Focus groups
 - d. A and B

e. A, B and C

ANS: E PTS: 1

4. _____ contains a small number of people (usually eight to twelve) and is convened to address topics introduced by a group moderator.
- a. In-depth interviews
 - b. Focus groups
 - c. Abstract groups
 - d. Cross-sectional groups

ANS: B PTS: 1

5. _____ technique involves asking the respondent to describe what the product or service being researched would look like if it were a person.
- a. Role-playing
 - b. Anthropomorphizing
 - c. Storytelling
 - d. Collages

ANS: B PTS: 1