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 C

   ANS: 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