***Business Research Methods, 13e* (Schindler)**

**Chapter 1 Research Foundations and Fundamentals**

1) Direct observation of phenomena, empirically testable hypotheses, and the ability to rule out rival hypotheses are all essential tenets of the \_\_\_\_\_\_\_\_.

A) experiential method

B) scientific method

C) intuitive process

D) strategic management process

E) account planning philosophy

2) Business research \_\_\_\_\_\_\_\_ while data analytics \_\_\_\_\_\_\_\_.

A) collects data to resolve a current dilemma; analyzes historical data.

B) uses larger amounts of data; uses smaller amounts of data

C) draws data from external and internal sources; draws data from internal data warehouses

D) is referred to as big data; is referred to as small data

3) Business research \_\_\_\_\_\_\_\_ while data analytics \_\_\_\_\_\_\_\_.

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4) Business research \_\_\_\_\_\_\_\_ while data analytics \_\_\_\_\_\_\_\_.

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C) draws data from external and internal sources; draws data from internal data warehouses

D) is referred to as small data; is referred to as big data

5) \_\_\_\_\_\_\_\_ is a form of argument that purports to be conclusive; the conclusion must necessarily follow from the reasons given.

A) Induction

B) Deduction

C) Logic

D) Philosophy

E) Exposition

6) Which form of argument presents a conclusion based on reasons or proof?

A) Induction

B) Deduction

C) Logic

D) Philosophy

E) Exposition

7) Which of the following is a requirement for a deduction to be considered correct?

A) Validity

B) Reliability

C) Inference

D) Empiricism

E) Conclusiveness

8) Consider the following statements: "Inner-city household interviewing is especially difficult and expensive. This survey involves substantial inner-city household interviewing. The interviewing in this survey will be especially difficult and expensive." This is an example of a(n) \_\_\_\_\_\_\_\_.

A) empirical argument

B) inductive argument

C) exposition

D) deductive argument

E) hypothesis

9) \_\_\_\_\_\_\_\_ is a form of reasoning that draws a conclusion from one or more particular facts or pieces of evidence.

A) Induction

B) Deduction

C) Empiricism

D) Logic

E) Association

10) Because of the nature of induction, the conclusion can be thought of as \_\_\_\_\_\_\_\_.

A) fact

B) one explanation among many

C) proof

D) evidence

E) empirical

11) Consider the following example: "Retail sales increases in the 2018 holiday season were below projections. Sales were disappointing because consumers were not confident about economic growth." This is an example of a(n) \_\_\_\_\_\_\_\_.

A) inductive argument

B) deductive argument

C) empirical argument

D) fact

E) premise

12) \_\_\_\_\_\_\_\_ occurs when we observe a fact and ask, "Why is this?"

A) Deduction

B) Induction

C) Exposition

D) Empiricism

E) Curiosity

13) \_\_\_\_\_\_\_\_ is the process by which we test whether a hypothesis is capable of explaining a fact.

A) Deduction

B) Induction

C) Exposition

D) Empiricism

E) Curiosity

14) Which term below refers to a bundle of meanings or characteristics associated with certain concrete, unambiguous events, objects, conditions, or situations?

A) Variable

B) Construct

C) Concept

D) Theory

E) Model

15) A \_\_\_\_\_\_\_\_ is an image or abstract idea specifically invented for a given research and/or theory-building project.

A) variable

B) construct

C) concept

D) theory

E) model

16) An automobile is a(n) \_\_\_\_\_\_\_\_ concept, while service quality is a(n) \_\_\_\_\_\_\_\_ concept.

A) abstract; objective

B) subjective; objective

C) intangible; tangible

D) objective; abstract

E) factual; perceptual

17) Abstract concepts such as personality, need for variety, and materialism are often called \_\_\_\_\_\_\_\_.

A) variables

B) constructs

C) concepts

D) theories

E) models

18) Concepts are more \_\_\_\_\_\_\_\_, while constructs are more \_\_\_\_\_\_\_\_.

A) concrete; abstract

B) abstract; concrete

C) intangible; tangible

D) conceptual; factual

E) intuitive; logical

19) Jack observes the history of his neighbor's purchase of new automobiles. His neighbor purchases a new car every year and always seems to have a nicer model than the year before. Jack thinks the dealership must appeal to his neighbor's fascination with new car styles. In this example, interest in new car styles is a \_\_\_\_\_\_\_\_.

A) construct

B) fact

C) concept

D) theory

E) model

20) Bill often feels insecure about how others view him. To increase his feelings of self-esteem, Bill often buys expensive, luxury items. Self-esteem is an example of a \_\_\_\_\_\_\_\_.

A) construct

B) fact

C) concept

D) theory

E) model

21) A(n) \_\_\_\_\_\_\_\_ describes the interrelationships between concepts and constructs.

A) hypothetical construct

B) hypothesis

C) conceptual scheme

D) operational definition

E) inductive argument

22) A chair is defined as a seat, and a seat is defined as an object for sitting, a chair. This is an example of a(n) \_\_\_\_\_\_\_\_.

A) hypothetical construct

B) conceptual scheme

C) operational definition

D) dictionary definition

E) mediating variable

23) To be categorized as a customer, an individual must have a history of shopping at the establishment at least twice prior to the start of the study with expenditures of more than $10. This is an example of a(n) \_\_\_\_\_\_\_\_.

A) hypothetical construct

B) conceptual scheme

C) operational definition

D) dictionary definition

E) mediating variable

24) A(n) \_\_\_\_\_\_\_\_ defines a variable in terms of specific measurement and testing criteria.

A) hypothetical construct

B) operational definition

C) dictionary definition

D) conceptual scheme

E) moderating variable

25) Which term below refers to an event, act, characteristic, trait, or attribute that can be measured and to which we assign categorical values?

A) Construct

B) Concept

C) Variable

D) Schema

E) Model

26) Which of the following cannot be thought of as variables?

A) Events

B) Acts

C) Characteristics

D) People

E) All of the above can be thought of as variables.

27) Which of the following is another term for independent variable?

A) Discrete

B) Criterion

C) Moderator

D) Predictor

E) Construct

28) Which of the following is another term for dependent variable?

A) Discrete

B) Criterion

C) Mediator

D) Predictor

E) Construct

29) Rachel is interested in learning the effect of using a celebrity endorsement on sales. The presence or absence of a celebrity endorsement is the \_\_\_\_\_\_\_\_ variable.

A) independent

B) dependent

C) mediating

D) criterion

E) continuous

30) Which variable listed below is the variable manipulated by the researcher, thereby causing an effect on another variable?

A) Criterion

B) Mediator

C) Dependent

D) Predictor

E) Moderator

31) Which variable listed below is the variable measured, predicted, or otherwise monitored and expected to be affected by manipulation of another variable?

A) Dependent

B) Moderator

C) Independent

D) Predictor

E) Extraneous

32) Variables that are included because they are believed to have a significant contributory or contingent effect on the independent variable–dependent variable relationship are called \_\_\_\_\_\_\_\_ variables.

A) criterion

B) predictor

C) mediator

D) moderating

E) extraneous

33) A variable that is assumed or excluded from a research study is a(n) \_\_\_\_\_\_\_\_ variable.

A) criterion

B) predictor

C) mediator

D) moderating

E) extraneous

34) In the Southeast, the potato chip market share held by the Lays brand is 46 percent. This is an example of a(n) \_\_\_\_\_\_\_\_.

A) research question

B) descriptive hypothesis

C) relational hypothesis

D) explanatory hypothesis

E) correlational hypothesis

35) Potato chip sales vary directly with the level of television viewing. This is an example of a \_\_\_\_\_\_\_\_.

A) research question

B) descriptive hypothesis

C) correlational hypothesis

D) causal hypothesis

E) dichotomous hypothesis

36) An increase in hours of television viewing leads to increases in the sales of snack foods. This is an example of a\_\_\_\_\_.

A) research question

B) descriptive hypothesis

C) correlational hypothesis

D) causal hypothesis

E) dichotomous hypothesis

37) Which of the following is an explanatory hypothesis?

A) Young women purchase fewer meats than women who are 35 years of age or older.

B) Sales of vegetarian foods vary by season.

C) An increase in family income leads to an increase in the percentage of income spent on housing.

D) Real estate investment trusts (REITs) experienced a record level of profitability in 2004.

E) People in the South tend to rate the President more favorably than do people in the North.

38) Which of the following is a correlational hypothesis?

A) A decrease in the value of the U.S. dollar relative to other currencies leads to an increase in exports.

B) Education on the process of preparing meat for consumption leads to a decrease in the consumption of hamburgers.

C) An increase in family income leads to an increase in the percentage of income spent on housing.

D) Low interest rates resulted in a record year for real estate investment trusts (REITs) as individuals invested in real estate rather than other forms of investment.

E) People in the South tend to rate the President more favorably than do people in the North.

39) Which of the following is *not* one of the conditions necessary for a hypothesis to be considered strong?

A) Adequate for its purpose

B) Addresses the presence of extraneous variables

C) Testable

D) Better than rival hypotheses

E) All of these are necessary conditions.

40) A \_\_\_\_\_\_\_\_ is a set of systematically interrelated concepts, definitions, and propositions that are advanced to explain or predict phenomena.

A) conceptual scheme

B) hypothesis

C) theory

D) diagram

E) factual schema

41) Which term listed below refers to a representation of a system constructed to study some aspect of that system or the system as a whole?

A) Conceptual scheme

B) Hypothesis

C) Theory

D) Diagram

E) Model

42) The role of a model is to \_\_\_\_\_\_\_\_ while a theory's role is to \_\_\_\_\_\_\_\_.

A) represent; explain

B) explain; represent

C) propose; prove

D) describe; predict

E) examine; experiment

43) Which type of variable is ignored (not measured) as it is believed its effect on the independent variable is randomized?

A) Confounding

B) Control

C) Dependent

D) Independent

44) Which of the following is *not* a condition of sound reasoning?

A) Defining the management dilemma

B) Identifying correct premises

C) Testing connections between facts and assumptions

D) Making claims based on adequate evidence

E) All of the above are conditions for sound reasoning.

45) Data blending requires

A) drawing data from separate data files to create a new data file that can be analyzed.

B) removing identical data from multiple data files so the data exists in only one data file.

C) analyzing separate data files and identifying conclusions that exist in all those files analyzed.

D) merging all data files into one massive data file that can be analyzed.

E) None of the above, as they do not describe data blending.

46) A conceptual scheme

A) identifies all concepts/constructs of interest to a research question.

B) identifies the hypothesized relationships of all concepts/constructs of interest to a research question.

C) provides a spatial relationship of all concepts/constructs of interest to a research question.

D) identifies key concepts/constructs that must be measured to answer a research question.

E) Does none of the above.

47) Explain the essential tenets of the scientific method and why this method is important for business research.

48) Explain the meaning of deduction and induction. Provide an argument that exemplifies each form.

49) Recently, several states have passed no texting while driving laws, believing that texting is a major influence in the increase in traffic accidents, especially among younger drivers. Explain the meaning of an operational definition and develop a good operational definition for texting while driving. Identify the omissions that would weaken your definition.

50) Recently, several studies have sought to measure the extent of binge drinking among college students. Explain the meaning of an operational definition and develop a good operational definition for binge drinking.

51) Metro University has set a goal to increase the percentage of alumni who donate to the university and to increase the average amount given by those who have donated in the past. Metro University hopes that holding special events at homecoming night designed specifically for alums will result in an increase in donations. Consequently, it is planning a special Alumni Bash for homecoming night, and invitations have been sent to students who graduated between 1975 and 2000. Identify the dependent and independent variables in the example. State a hypothesis using the information provided.