# WEB PAGE FOR CHAPTER 1

## ADDITIONAL QUESTIONS

### MULTIPLE CHOICE QUESTIONS

- 1 Statistics are necessary in business research and investigations because:
  - (a) raw data cannot be interpreted
  - (b) of variability in the behaviour of humans, in events and equipment
  - (c) populations are very similar
  - (d) we need to classify data
- 2 A major benefit of an external consultant is:
  - (a) cost
  - (b) possible greater impartiality
  - (c) ability to put findings into action
  - (d) shorter timescale for research completion
- 3 Applied research:
  - (a) extends the abstract frontiers of knowledge
  - (b) is simplified research
  - (c) is of no use for business
  - (d) focuses on and may solve everyday business problems
- 4 In-house researchers have the disadvantage of being:
  - (a) costly
  - (b) perceived as a tool of management by suspicious employees
  - (c) not as competent as outside consultants
  - (d) unable to devote sufficient time to the research
- 5 Basic research is:
  - (a) employer funded research
  - (b) research conducted by an external consultant
  - (c) research that extends the frontiers of knowledge
  - (d) solves a particular problem in a company

## CLASS ACTIVITIES and DISCUSSIONS

- 1 In groups, examine some recent newspapers and select two claims that are not accompanied by supporting evidence. How might support be obtained for the claims? Share your evidence and arguments.
- 2 The vice president of a petrol additive company states: 'Letters from our satisfied customers prove that you can expect to get up to 30 percent better mileage by using our additive containing carbuferate.' What comments would you make about this claim?

- 3 'If research shows something which I know from my experience to be wrong then the research is faulty. If research proved what I know already then what is the point of research?' How would you respond to such a comment? Discuss in groups.
- 4 From the popular press bring into class articles that communicate facts in the form of statistical knowledge. In what ways is this information useful and how might it be used to make decisions and solve problems. Share your examples and ideas.
- 5 Describe a situation/research project where it would be better to engage an outside consultant rather than undertake it in-house. Explain why.
- 6 What is the purpose of descriptive statistics?
- 7 What is the purpose of inferential statistics?

#### ANSWERS TO MULTIPLE CHOICE QUESTIONS

1 (b), 2 (b), 3 (d), 4 (b), 5 (c)