

**BUS 230: Business and Economics Communication and Research**

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**Practice Exam 1**

1. Which of the following statements concerning types of business research is *TRUE*?
  - (a) Exploratory research is intended to provide answers to business problems.
  - (b) Causal research allows a manager to discover problems and opportunities.
  - (c) A customer satisfaction survey is an example of causal research.
  - (d) A diagnostic analysis is a type of research intended to discover reasons for business outcomes.
  
2. Which of the following statements concerning fixed alternative questions is *TRUE*?
  - (a) Alternatives should be mutually exclusive, meaning one alternative one causes another.
  - (b) Alternatives should be totally exhaustive, meaning all possible categories should be included.
  - (c) Alternatives should be mutually exclusive, meaning each alternative appears only once in the survey.
  - (d) Alternatives should be open ended to allow respondents to explain or qualify their answers.
  
3. When an imperfect aspect of the design of a research project results in a bias, we call this
  - (a) non-response bias.
  - (b) systematic sampling error.
  - (c) random sampling error.
  - (d) selection sampling error.
  
4. Suppose it is found that academic performance in college students and living on campus is positively related. This could be an example of,
  - (a) absolute causality.
  - (b) contributory causality.
  - (c) conditional causality.
  - (d) None of the above.

5. Users of UW-L exercise facilities tend to over-estimate how much time they exercise each week in a survey. This could be an example of,
  - (a) social desirability bias.
  - (b) acquiescence bias.
  - (c) extremity bias.
  - (d) sample-selection bias.
  
6. Which of the statements about survey error is *TRUE*?
  - (a) Random sampling error occurs when some imperfect aspect of your research design causes bias.
  - (b) Random sampling error is the minimum possible error in a study.
  - (c) Simple random sampling removes error caused by acquiescence bias.
  - (d) Point-of-contact sampling can be used to limit random sampling error.
  
7. The students that hate this test the most so far are more likely to participate in the student-instructor evaluation survey. This is an example of,
  - (a) self-selection bias.
  - (b) social desirability bias.
  - (c) extremity bias.
  - (d) None of the above.
  
8. When investigating students' study habits, researchers find students exaggerate the amount of time and effort they put into studying. This is an example of,
  - (a) self-selection bias.
  - (b) social desire-ability bias.
  - (c) extremity bias.
  - (d) None of the above.
  
9. When there is a possibility that a subject's participation in a research project negatively impacts others' perceptions of that participant, this is called a,
  - (a) social risk.
  - (b) minimal risk.
  - (c) legal risk.
  - (d) economic risk.

10. When market researchers survey potential customers regarding their willingness to buy new products, respondents often over-estimate their actual buying choices that they make in the future. This is an example of,
  - (a) Unconscious response bias.
  - (b) Simple random sampling error.
  - (c) Self-selection bias.
  - (d) Social desirability bias.
11. Results of a research project shows that Female Native Pacific Islanders earned an average of 'A' in BUS 230 in Spring 2012. What ethical consideration may be violated?
  - (a) Researchers should not report results based on race.
  - (b) Researchers should not report results based on gender.
  - (c) Researchers did not keep individual responses confidential.
  - (d) None of the above.
12. Suppose a person participates in a survey and reveals information that could potentially disqualify them from receiving insurance benefits. This is a type of
  - (a) social risk.
  - (b) minimal risk.
  - (c) legal risk.
  - (d) economic risk.
13. Which of the following is an essential component for informed consent statements?
  - (a) Inform the respondents about the expected results of the study.
  - (b) Inform the respondents about the benefits of the study.
  - (c) An assurance that all respondents can remain anonymous.
  - (d) An assurance that no responses will be ignored when reporting the results.
14. When a survey question elicits an emotional response, this is called a(n),
  - (a) leading question.
  - (b) loaded question.
  - (c) unbiased question.
  - (d) ambiguous question.

15. What type of survey method is *least* obtrusive?
- (a) Internet survey.
  - (b) Face-to-face interview.
  - (c) Telephone survey.
  - (d) Point-of-contact survey.
16. Which of the following techniques limit order bias?
- (a) Ordering fixed-alternative questions first, then open ended questions.
  - (b) Specific questions first, then general questions.
  - (c) Scrambling the order of specific and general questions.
  - (d) None of the above.
17. In what situation would power relationships be an important ethical consideration for conducting research?
- (a) When a university surveys city residents.
  - (b) When an employer investigates employee satisfaction.
  - (c) When a business surveys its customers.
  - (d) All of the above.
18. Which of the following is *TRUE* regarding open-ended survey questions?
- (a) Responses cannot be quantified in a meaningful way.
  - (b) Questions allow researcher to identify unexpected results.
  - (c) Questions restrict the type of responses a participant can give.
  - (d) All the above are true.
19. What is one benefit of open-ended survey questions?
- (a) Social desirability effect.
  - (b) Can obtain reasoning behind answers.
  - (c) Easy to avoid sampling frame error.
  - (d) All of the above.

20. Which of the following statements is *TRUE*?
- (a) Systematic sampling error cannot be estimated.
  - (b) Random sampling error cannot be estimated.
  - (c) Non-response error is a type of random sampling error when some individuals choose not to participate.
  - (d) Unbiased estimators have no random sampling error.
21. When the magnitude of harm or discomfort anticipated from a person choosing to participating in a research project are not greater than those ordinarily encountered in daily life,
- (a) then permission through informed consent is not necessary.
  - (b) then there is minimal risk.
  - (c) the research project design has appropriately removed all risk.
  - (d) None of the above: All research projects involve risk above those ordinarily encountered in daily life.
22. Which of the following is appropriate to include in an introduction of a paper?
- (a) List of published papers in the field related to the paper.
  - (b) A description of how your sample is collected.
  - (c) A literature review to cover relevant background.
  - (d) All of the above.
23. Which of the following is draw back of personal interview surveys?
- (a) Low response rate.
  - (b) Inability for respondents to explain their answer.
  - (c) Greater chance for social desirability bias.'
  - (d) Respondents are not likely to answer all of the questions.
24. AT&T's mobile sales decreased after it lost a monopoly on the Apple iPhone. Losing the monopoly of the iPhone is an example of a
- (a) business problem.
  - (b) business opportunity.
  - (c) symptom.
  - (d) alternative.

25. A restaurant regularly conducts a customer satisfaction survey. This is most likely an example of,
- (a) exploratory research.
  - (b) descriptive research.
  - (c) causal research.
  - (d) diagnostic research.
26. A positive relationship is found between the sales at a single small drive-through coffee house and the quantity of automobile accidents occurring over a two-hour period in a major city. This is likely the result of
- (a) a causal relationship.
  - (b) a common cause.
  - (c) temporal causation.
  - (d) reverse causation.
27. Which of the following is most likely a type of exploratory research?
- (a) A focus group investigating what influences what television viewers decide to watch.
  - (b) A university surveys recent graduates to investigate how successful they are in their careers.
  - (c) An information technology department surveys staff to determine whether they are meeting staff's needs.
  - (d) All of the above.
28. Studies show that children's academic performance increases after being moved to a smaller class. This is an example of
- (a) a common cause.
  - (b) a spurious relationship.
  - (c) temporal causation.
  - (d) reverse causation.

29. Which of the following is a benefit of online surveys?
- (a) High response rate.
  - (b) Limits the possibility for social desirability bias.
  - (c) Limits self-selection bias.
  - (d) All of the above.
30. Which of the following is *NOT* a purpose for a literature review?
- (a) Put the present work in context with what is already known in the field.
  - (b) Provide an exhaustive summary of the papers in the field.
  - (c) Use existing papers to motivate the present work.
  - (d) Use existing papers to justify the present work.

**For questions 31 - 34, consider the following scenario:**

Suppose you employed by a psychologist who is conducting a study for the School District of La Crosse to determine if there is a relationship between student bullying, academic engagement, and self-image. Your research team reached an agreement to interview the students of three teachers who have classes covering grades 5-8 (these grades are consistent with the population of interest).

31. What type of research is the above study?
- (a) Exploratory research.
  - (b) Descriptive research.
  - (c) Causal research.
  - (d) Systematic research.
32. Which of the following are ethical considerations you should make before collecting the study described above?
- (a) Make sure students' and parents' choices to participate do not result in self-selection bias.
  - (b) Make sure survey questions are not loaded questions that lead to an extremity bias.
  - (c) Consider power relationships between students and teachers.
  - (d) All of the above.

33. Which of the following is a likely source of bias concerning the study described above?
- (a) Social desirability bias.
  - (b) Bias due to ambiguous wording of survey questions.
  - (c) Bias resulting from leading questions.
  - (d) Random sampling selection bias.
34. Which of the following is likely a causal variable in the study described above?
- (a) Bullying.
  - (b) Academic engagement.
  - (c) Self-image.
  - (d) None of the above.

**For questions 35 - 37, consider the following scenario:**

The National Rifle Association (NRA) 2009 National Gun Owners Action Survey is administered when people sign up for membership with the National Rifle Association. The survey includes this question:

- Do you agree with anti-gun extremists who claim that gun registration, gun-owner licensing, closing of gun shows, and outright gun bans would help prevent future terrorist attacks on our nation?
- Yes / No / No opinion

35. What type of bias considering the wording of the question is most likely?
- (a) Leading question bias.
  - (b) Extremity bias.
  - (c) Question ambiguous bias.
  - (d) The question choices are dichotomous.



36. The NRA indicates that it uses the results from this survey in communication with Congress, Administration officials, and State Legislatures. Suppose it presumes the results of this survey represent the concerns and views of American gun owners. What type of bias considering the sampling design is most likely?
- (a) Extremity bias.
  - (b) Self-selection bias.
  - (c) Social desirability bias.
  - (d) Acquiescence bias.
37. Suppose the NRA survey also collects background information from its members, including their gender, age, race, and gun buying habits, and uses this data to understand common characteristics of its members. This is a type of,
- (a) exploratory research.
  - (b) descriptive research.
  - (c) diagnostic research.
  - (d) causal research.
38. Which of the following is an important aspect of a research proposal?
- (a) Motivate your work.
  - (b) Explain your choice of methodology.
  - (c) Suggest what decisions can be informed by your research project.
  - (d) All of the above.
39. Which of the following is an example of a *descriptive* research project?
- (a) How does working full time affect academic performance?
  - (b) What background characteristics typify customers of a particular product?
  - (c) How does customer spending behavior change in response to poor service.
  - (d) All of the above.
40. A study compares college experiences of UW-L international students from East Asia with American students. What ethical consideration needs to be taken into account?
- (a) The researchers are not choosing a random sample.
  - (b) The researchers are selecting participants based on race.
  - (c) The researchers are unfairly allocating risks and benefits of their study.
  - (d) The researchers are engaging in racial profiling.

41. Suppose you are employed by a large company to determine employee satisfaction and utilization of their health insurance policy.

(a) State two (2) possible specific and measurable *research questions* that this study could investigate.

(b) Describe three (3) ethical considerations you should make before collecting your sample and beginning your study.

(c) Describe two (2) potential sources of bias.

42. Suppose University Dining Services administers a survey to customers during lunch time, and offers them a free cookie if they complete the survey. Suppose the survey includes this question:

- How would you rate your satisfaction of Dining Services' cost-effective and healthy lunch options?
- Very Satisfied / Somewhat Satisfied / Somewhat Dissatisfied / Very Dissatisfied.

(a) What is the scale of measurement for this variable?

(b) What is one (1) potential source of bias considering the *wording* of the question? Describe how the choice of words that lead to that bias.

(c) What is one (1) potential source of bias considering the sampling design? Describe how the survey could alternatively be administered to limit this source of bias.