

Questions for Review and Critical Thinking

1. Is it possible to make sound managerial decisions without business research? What advantages does research offer to the decision maker over seat-of-the-pants decision making?
2. Define business research and describe its task.
3. Which of the following organizations are likely to use business research? Why? How?
 - a. Manufacturer of breakfast cereals
 - b. Manufacturer of nuts, bolts, and other fasteners
 - c. The Federal Trade Commission
 - d. A hospital
 - e. A company that publishes business textbooks
4. List the conditions that help a researcher decide when research should or should not be conducted.
5. Write at least three examples of hypotheses that involve a managerial action statement. Provide a corresponding decision statement for each.
6. What are the major components of a research proposal? How does a research proposal assist the researcher?
7. What is a situation analysis? How can it be used to separate symptoms from actual problems?
8. Define unit of analysis in a marketing research context.
9. For each of the following variables, explain why it should be considered either continuous or categorical:
 - a. Whether or not a university played in a football bowl game during 2022
 - b. The average wait time a customer has before being served in a full-service restaurant
 - c. Letter grades of A, B, C, D, or F
 - d. The job satisfaction of a company's salespeople
 - e. A consumer's age
10. Comment on the following statements and situations:
 - a. "The best researchers are prepared to rethink and rewrite their proposals."
 - b. "The client's signature is an essential element of the research proposal."

11. Suppose you wish to learn about the size of the soft-drink market, particularly root beer sales, growth patterns, and market shares. Indicate probable sources for these secondary data.

12. What type of communication medium would you use to conduct the following surveys? Why?

- a. Survey of the buying motives of industrial engineers
- b. Survey of the satisfaction levels of hourly support staff
- c. Survey of television commercial advertising awareness
- d. Survey of top corporate executives

13. What type of research studies lend themselves to the use of online forms for survey research? What are the advantages and disadvantages of using online forms?

14. Design a complete questionnaire:

- a. To evaluate a new fast-food fried chicken restaurant.
- b. To measure consumer satisfaction with an airline.
- c. For your local Big Brothers and Big Sisters organization to investigate awareness of and willingness to volunteer time to this organization.

15. Describe the difference between a probability sample and a nonprobability sample.

16. In what types of situations is conducting a census more appropriate than sampling? When is sampling more appropriate than taking a census?