

Course No: BUS 2109
Course Title: Research Methods for Business
Date: 06/11/2012
No. of Questions: (2)
Time: One Hour
Using Calculator (No)

University of Palestine



Mid Term Exam
1st Semester 2012/2013
Total Grade: 20 Marks

Instructor Name: Dr. Mazen Rohmi
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

I. Put (✓) or (X) for each of the following statements:

(12 Marks)

1. Basic research is to solve a present problem faced by the manager in the work setting, demanding a timely solution. ()
2. Fundamental research is exploratory and often driven by the researcher's curiosity, interest, and intuition. ()
3. Rigor adds carefulness, accuracy and the degree of exactitude in business research. ()
4. There is no obvious commercial value to the discoveries that result from basic research. ()
5. The more generalizable the research, the greater its usefulness and value. ()
6. Precision means that the results of the tests of hypotheses should be supported again and again when the same type of research is repeated. ()
7. Business research is set to be a useful decision-making tool. ()
8. Induction is a theory generation where we logically establish a general proposition based on observed facts. ()
9. Applied research is also called a pure research.. ()
10. Applied and basic research follow the same steps of systematic inquiry to arrive at solutions to problems. ()
11. Parsimony refers to how close the findings, based on a sample, are to reality. ()
12. Objectivity in research sets to interpret the findings according to our own values. ()

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II. Answer the following questions:

(8 Marks)

1. Define business research then write down the steps of business research ?

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2. Identify the seven-step process in the hypothetic-deductive method?

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3. What are the characteristics of scientific business research ?

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