

Multiple Choice Questions

Name:

Institution:

Multiple Choice Questions

Question 1

An advantage of focus groups is that:

Ideas are more likely to arise in a group session than in an individual interview.

Question 2

A researcher counts the number of times a key word appears in the text. What type of content are they analyzing?

Manifest content.

Question 3

Which of the following is an example of preparing qualitative data for analysis:

Coding key themes in a transcript.

Question 4

Hong Kong International airport is considering using observation to conduct qualitative research into the behaviors of commuters.

Which of the following cannot be observed in this type of study:

Commuters' thoughts about the music played in the airport.

Question 5

The most appropriate form of data analysis to investigate relationships between staff in a human resources department would be:

Case study

Question 6

Which of the following best describes triangulation of qualitative data:

Using different methods of data collection to confirm a result.

Question 7

Confirming the analysis of a focus group transcript with members of the focus group is an example of:

Data validation.

Question 8

Which of the following words describe qualitative data:

I Structured

II Subjective

III Large number of observations

IV in-depth

V Flexible

All of the above.

Question 9

Which of the following statements about conducting in-depth interviews is false?

They are not as susceptible to interviewer bias compared with focus groups.

Question 10

Which of the following is not considered a benefit of focus groups:

Can explore unanticipated hypotheses.

Question 11

When a research uses NVivo to code qualitative data, key themes are inputted as:

Queries.

Question 12

Which of the following is not a key advantage of content analysis:

Often a more cost effective form of data collection compared with other methods such as interviews.

Question 13

Which of the following is a problem with using a mixed methods model.

Does not allow the use of audio-visual material as a source of data.

Question 14

A company is currently having a problem with staff, so they undertake analysis whereby they read a number of academic journal articles to identify current themes in academic theories

about human resource management. The type of research conducted was:

Content analysis.

Question 15

Which of the following is an advantage of using software programs such as NVivo to analyse qualitative data?

All of the above.

Question 16

Which of the following is true for the analysis of qualitative data:

Only hypotheses formed before the data collection process commenced should be considered.

Question 17

Which of the following is not an example of a document that can be used for qualitative data analysis:

Annual profit and loss statements.

Question 18

Read the interview extract below:

Hong Kong is an older city, and our transport infrastructure is aging and needs to be repaired.

I am often late to work. because the MTR is delayed, which makes my boss unhappy. The buses are also unreliable compared with many other countries around the world. I think more money should be spent on upgrading the transport system.

Which of the following is the major theme from the press statement.

Hong Kong transport.

Question 19

Which of the following practises should not be used to collect data for ethical reasons:

Paying a random sample of focus group participants to collect ideas about a new product that would financially ruin your competitor.

Question 20

A company is interested in investigating the profitability of a new product. Before undertaking a survey to collect quantitative data to test for differences and determine the best new product, they wish to conduct an initial focus group to identify potential products to include in their quantitative analysis. The most appropriate form of mixed-method modeling in this case would be:

Exploratory sequential approach.

Question 21

According to Whyte's hierarchy of interview responses, which of the following responses should never be given by an interviewer:

None of the above.

Question 22

You are engaging in marketing research to evaluate a new product and you have been told you have 48 people available to participate in focus groups. How should you design these focus groups to obtain the best qualitative data?

8 focus groups with 6 people in each.

Question 23

What technique would be most appropriate to collect a significant amount of complex information about a topic that is only understood by a few key people?

Face-to-face interviewing.

Question 24

When drivers are unaware that a machine is recording how many cars pass a certain intersection that is being considered for a site for a new hardware store, this is an example of a(n):

Disguised observation.

Question 25

Which of the following is not an advantage of qualitative data:

New hypotheses can be developed during data collection.

Question 26

Which of the following is NOT typically a form of qualitative data:

Stock prices.

Question 27

Which of the following is an example of a clarifying probe?

"Could you explain that idea".

Question 28

What types of ethical issues does collecting e-mail messages introduce in qualitative research?

Whether you have permission to use their message.

Question 29

Read the interview extract below:

Hong Kong is an older city and bosses hold traditional views about how they deal with employees. My boss does not treat me with respect or give me encouragement when I do something well, yet he is quick to criticize when I make a mistake. One time when the MTR was delayed and I arrived at work 5 minutes late, my boss deducted my pay by \$20. I wish my boss was more understanding of the hard work that I put into my job.

Which of the following is the major theme from the press statement:

Relationships with bosses.

Question 30

A marketing company believes a focus group is the best way of collecting appropriate data for a new product. However, they are worried about the potential biased induced by the moderator, so they will also conduct a quantitative survey to validate the results. The most appropriate form of mixed-method modeling in this case would be:

Convergent parallel approach.

Question 31

A researcher is interested in studying how children interact with each other, so she brings several children to a special laboratory set up at her business with video cameras that record the behavior of these children over time. This is an example of a(n):

Contrived observation.

Question 32

Which of the following is an example of good interviewer practices:

Asking questions that only require short answers so that the interview does not take up much time.

Question 33

The process of using both qualitative and quantitative data to facilitate a better understanding of a business problem is known as:

Mixed methods.

Question 34

Which of the following is not an example of a ‘type of theme‘ that may be identified during qualitative analysis:

Surprising themes.

Question 35

When collecting data by observation, it is important that the researcher:

Codes the data into themes as it is recorded into field notes.

Question 36

A preliminary exploratory analysis of a qualitative database means that you are:

Reading through the data to obtain a general sense of it.

Question 37

Which of the following statements describes a successful interview:

A researcher asks one person a number of open -ended questions to provide in depth data about a new product.

Question 38

Hong Kong International airport is considering using observation to conduct qualitative research into the behaviors of commuters. Which of the following cannot be observed in this type of study:

Commuter’s thoughts about the music played in the airport.

Question 39

Which of the following is a problem associated with tape-recording interviews:

Tape-recording is less accurate compared with keeping notes.

Question 40

When we say that qualitative researchers can never remove themselves from a study or be

"neutral", we are talking about:

Gaining access to a qualitative site or participant.

Question 41

In a focus group, the moderator should:

Encourage group interaction to generate new ideas.

Question 42

If you wish to determine the number of times a competitor's produce was cited in a magazine,

you would be interested in examining:

Manifest content.

Question 43

Which of the following is a disadvantage of focus groups:

All of the above.

Question 44

Which of the following should be undertaken before a focus group begins for ethical reasons.

Explain the purpose of the focus group and what the data will be used for.

Question 45

Which technique is most effective at revealing processes within the naturally occurring natural occurring environment?

Participant observation.

Question 46

An interviewer has five focus groups of six participants each. Meaning a total of 30 people were interviewed. How many cases of data does the researcher have?

5.

Question 47

Which of the following would be FALSE in terms of qualitative and quantitative approaches?

Qualitative approaches are useful in developing an initial understanding of the phenomenon.

Question 48

Under what circumstances might the moderator use special exercises or activities, such as drawing?

When the group consists of children.

Question 49

Which of the following is not a general feature that characterizes most qualitative research?

Inflexible design.