

CHAPTER 1

1. Define research and explain the different between applied and basic research.

Answer : business research as an organized, systematic, database, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solution to it, and the different between applied and basic research is, applied research done with the intention of applying the results of the findings to solve specific problems currently being experience in the organizations, and basic research done chiefly to enhance the understanding of certain problems that commonly occur in organization settings, and seek methods of solving them.

2. Why is it important for managers to know about research ?

Answer : the important for managers to know about research because they will become more discriminating when sifting through information in business journals, take calculate risk in the decision making, knowing full well the probabilities attached to the different possible outcomes.

3. Explain why handling the manager – researcher relationship effectively is important .

Answer : it is very important because managers should know about research for good decision making.

4. Describe a situation where it would be more beneficial to engage an external research team rather than an internal one !

Answer : if a problems is a complex one, or if there are likely to be vested interest, or if the very existence of the organization is at stake because of one or more serious problems, it would be advisable to engage external researcher despite the increase cost involve.

5. ~ because basic research is not applied immediately to a problem, it is less valuable and

Answer : my comment is that some applied research could have a shorter time frame that some basic research.

6. ~ if managers learn how to conduct good research by taking a course such as this book offers , there would be no need to hire anyone to solve problems in organizations . ~ What is your response to this statement ?

Answer : my response in this statement is yes I agree with this statement because such knowledge sharpens manager sensitivity to the myriad variables operating in a situation & reminds of them of the multicausality and multifinality of phenomena, thus avoiding inappropriate, simplistic notions of one variable causing another.

7. Described a situation where research will help you as a manager to make a good decision ?

Answer : Xerox is unsular and isn't ready for the increasingly competitive, high-tech world. Xerox

Uma Sekaran Solution Manual

**Marilyn K. Pelosi, Theresa M.
Sandifer, Uma Sekaran**



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Research and Evaluation for Business Marilyn K. Pelosi, Theresa M. Sandifer, Uma Sekaran, 2001 Research and Evaluation for Business is intended for use in either a one or two semester introductory business statistics course The focus of the text is on decision making based on data analysis This is a real data and problem oriented text that teaches the actual practice of statistical thinking management of decision making for tool selection assumptions management outcome interpretation and reporting The text incorporates where appropriate Excel and Minitab commands and output in examples and exercises Publisher s website

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concepts are explored and applied to real life research throughout the book *Research Methods For Business* Roger Bougie, Uma Sekaran, 2019-08-26 *Research Methods For Business* 8th Edition explains the principles and practices of using a systematic organized method for solving problematic issues in business organizations Designed to help students view research from the perspective of management this popular textbook guides students through the entire business research process Organized into six main themes Introduction Defining the Management and the Research Problem Theory Collecting Information Drawing Conclusions and Writing and Presenting the Research Report the text enables students to develop the skills and knowledge required to successfully create conduct and analyze a research project Now in its eighth edition this popular textbook has been thoroughly updated to incorporate substantial new and expanded content and reflect current research methods and practices The text uses a unique blended learning approach allowing instructors the flexibility to custom tailor their courses to fit their specific needs This innovative approach combines the face to face classroom methods of the instructor with internet based activities that enable students to study what they want when they want at their own pace

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Books in Series, 1985 Vols for 1980 issued in three parts Series Authors and Titles **Strategies of Winning Organizations** Upinder Dhar, Santosh Dhar, Vinit Singh Chauhan, 2006 Contributed articles with special reference to India and Bangladesh articles to be presented in a conference later which was organized by Prestige Institute of Management and Research

American Book Publishing Record, 1991 Book

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