

What Are Business Research Methods?

Worksheet

Business research methods encompass qualitative (interviews, focus groups), quantitative (surveys, analytics), and mixed approaches. Qualitative explores 'why'; quantitative measures 'how much'; mixed combines both for comprehensive insights.

Questions

1. Which method answers 'how many customers prefer our brand'?
 - A) Focus group discussion
 - B) Quantitative survey
 - C) In-depth interview
 - D) Ethnographic study
2. Main advantage of qualitative research?
 - A) Speed to market
 - B) Deep understanding of motivations
 - C) Statistical certainty
 - D) Low cost
3. Which is secondary research?
 - A) Surveys you run
 - B) Customer interviews you conduct
 - C) Published industry reports you read
 - D) Focus groups you facilitate
4. Mixed methods research is most useful when
 - A) You have unlimited budget
 - B) You need both depth and statistical scale
 - C) You have time for only one method
 - D) The sample size is tiny
5. A coffee chain wants to boost customer loyalty. What research should they do?
6. A tech startup is testing a new app feature. How should they research user reaction?
7. A retailer sees sales down 15% in Q2. What's the research approach?
8. Define: What is business research?
9. Define: Qualitative vs quantitative research?
10. Define: When do you use mixed methods?

Answer Key

1. B) Quantitative survey - Quantitative methods measure frequency and scale. A survey gives percentages and statistical patterns.
2. B) Deep understanding of motivations - Qualitative research uncovers the 'why'-emotional drivers, context, and nuance that numbers alone reveal.
3. C) Published industry reports you read - Secondary research uses existing data sources (reports, published studies, databases) collected by others.
4. B) You need both depth and statistical scale - Mixed methods combine qualitative richness (understanding motivations) with quantitative power (statistical confidence).
5. 1. Qualitative: Interview 20 loyal customers (why do you return?) 2. Quantitative: Survey 500 customers (satisfaction scale 1-5) 3. Mixed: Combine findings (e.g., loyalty driven by personal connection + reward program value)
6. 1. Qualitative: Usability test with 10 beta users (observe and note friction) 2. Quantitative: Pilot with 1000 users (measure adoption, engagement time) 3. Mixed: Link behavioral metrics to user feedback (e.g., drop-off point + frustration theme)
7. 1. Qualitative: Interview staff and customers (seasonal factors? competitor issue?) 2. Quantitative: Analyze sales by product, time, location, and external data 3. Mixed: Triangulate (e.g., seasonal dip confirmed + new competitor launch identified)
8. Systematic collection and analysis of data to support business decisions and strategy.
9. Qualitative explores 'why' (interviews); quantitative measures 'how much' (surveys, metrics).
10. When you need both deep understanding and statistical confidence-combining qualitative richness with quantitative scale.

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