

### Quiz 1

Why do qualitative researchers place an emphasis on process?

- a. In order to demonstrate how events and patterns unfold over time.
- b. To be able to establish universal causality.
- c. So that they can isolate which specific events are independent of all others.
- d. In order to highlight the importance of operations management

### Quiz 2

What is the difference between the way quantitative and qualitative researchers use existing theory?

- a. Quantitative researchers identify theories to be tested in advance, whereas for qualitative researchers theories are drawn from analysing the data.
- b. Quantitative researchers have a limited number of relevant theories, whereas qualitative researchers have an unlimited pool of theories to draw from.
- c. Quantitative researchers are unsure of how to test for specific theories, whereas qualitative researchers follow strict guidelines when conducting analysis.
- d. all of the above.

### Quiz 3

The term qualitative research can be criticised because:

- a. it simplifies the differences between quantitative and qualitative research strategies.
- b. it can only be defined in terms of what quantitative research is not.
- c. it does not acknowledge the variety of forms that the research strategy can assume.
- d. all of the above.