**Chapter Four: Research Methods**

**Quiz**

**Short Answer Questions**

Give brief answers to the questions below. Try not to refer to the book when answering:

1. In what situations in business would you carry out primary research?

2. When are focus groups useful?

3. Describe some situations where you should consider ethical implications when composing interview questions.

4. What makes scholarly publications more credible than many other kinds?

5. Explain ‘boilerplate text.’

**True/False Statements**

Decide if the following statements are true or false:

1. Press releases are a good source of information for journalist writing.

2. Blogs are as reliable as scholarly articles.

3. Plagiarism is not the same as copyright breach.

4. You don’t need to cite texts that are in the public domain.

5. Social media should never be used in business research.