Session 1

EXERCISES

**The Business Research Process: An Overview**

1. List five ways that business research can contribute to effective business decision making.
2. Define *business opportunity*, *business problem*, and *symptoms*. Give an example of each as it applies to your university.
3. A business researcher gives a presentation to a music industry executive. After considering the results of a test market examining whether or not lowering the price of in store CDs will lower the number of illicit downloads of the same music, the executive claims:”The test market was conducted in eight cities. In two of the cities, lowering the price does not decrease this behavior, and we should not decide to lower process based on this research.” Comments on the executive’s conclusion. What type of inference is being made? Will the decision not to lower prices be a good one?
4. Why is the “define research objectives” of the research process probably the most important stage?
5. What type of research design would you recommend in the situations below? For each applied business research project, what might be an example of a “deliverable”? Which do you think would involve actually testing a research hypothesis?
6. The manufacturer of flight simulators and other pilot training equipment wishes to forecast sales volume for the next five years.
7. A local chapter of the American Lung Association wishes to identify the demographic characteristics of individuals who donate more than $500 per year.
8. Caterpillar Inc, is concerned about increasing inventory costs and is considering going completely to a just in time inventory system.
9. A food company researcher wishes to know what types of food are carried in brown-bag lunches to learn if the company can capitalize on this phenomenon.
10. A researcher wishes to identify who plays bingo.

**Jawab**

**1.** 5 ways:

1. Understand the purpose and process of decision-making.
2. Understand how to prepare to contribute to decision making.
3. Understand how to contribute to decision making.
4. Be able to prepare contributions to decision making.
5. Be able to make contributions to decision making.

**2.** *Business Opportunity* adalah: Kesempatan yang berkelanjutan untuk menghasilkan pendapatan sebagai wakil independen dari suatu perusahaan network marketing.

contoh: UBINUS bekerjasama dengan BCA merupakan suatu bussiness opportunity.

*Business Problem* adalah: masalah yang terjadi dalam suatu bisnis, besar kecil nya masalah tergantung juga dari ukuran bisnis tersebut.

contoh: UBINUS memiliki masalah dalam kepengurusan keuangan di dalam organisasi sehingga BCA memberikan sanksi.

*Symptoms* adalah: suatu gejala yang biasanya muncul sebelum terjadi nya suatu problem.

contoh: database UBINUS terjadi duplikasi pada sistem pembayaran.

**3.**  What type of inference is being made?

**Proposed Casual Inference**

Will the decision not to lower prices be a good one?

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**4.** Karena melakukan research terhadap suatu masalah merupakan cara untuk mempersempit scope inti masalah, sehingga nantinya akan lebih mudah jika ingin mencari solusinya.

**5.** Menurut kami yang paling *Deliverable* adalah poin **C** karena disitu Caterpillar Inc. menggunakan suatu perumusan masalah untuk memulai suatu research.