**Portland State University**

**School of Business Administration**

**BA 301: Research and Analysis of Business Problems**

**Term: Spring 2011**

Quiz #2

Information relevant to answering these questions can be found in the Text and the lectures. I will choose **three** of these questions on the day of the quiz. I would suggest preparing all of them. The quiz will not be open book, and notes are not allowed.

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Possible Quiz Questions

1) Describe the difference between primary and secondary research. Imagine that you operate a small, neighborhood bar and grill. If you were interested in expanding your food menu, what specific primary research would you recommend? Be specific, how precisely would you do it?

2) What does it mean to say that a research source has been “peer-reviewed?” Which internet source, described in class, would you use to check this status? Provide at least one specific example of a peer-reviewed source, and do not use Journal of Business and Psychology or Journal of Healthcare Management, or other examples we have discussed in class. Find a new one!

3) Describe the difference between divergent and convergent thinking. Why do you need both, and when might you use each approach?

4) What is a fishbone diagram and what is it used for in the problem-solving process? What is the basic process for creating one?

5) Which words are represented by the first three letters (steps) in the PSU SBA problem-solving framework? Provide a one-sentence definition of each.