

BCOMM Research Practice Test (Sample)

Study Guide



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SAMPLE

Questions

SAMPLE

- 1. How can Derek ensure he attributes the work summarized in his informal email to a colleague?**
 - A. By citing sources in APA format**
 - B. By providing links to the articles he read and summarized**
 - C. By including a bibliography at the end of the email**
 - D. By avoiding mention of any other authors**
- 2. Which of the following actions is considered unethical in academic writing?**
 - A. Adding your own analysis**
 - B. Using quotes with proper citation**
 - C. Claiming another's work as your own**
 - D. Integrating a mix of sources**
- 3. How is primary research best described?**
 - A. Research based on existing studies**
 - B. Research conducted by external professionals**
 - C. Research you conduct yourself**
 - D. Research that relies heavily on secondary data**
- 4. What type of writing issue is identified when Clint does not cite standard knowledge in his paper?**
 - A. Plagiarism**
 - B. Common knowledge**
 - C. Inaccurate information**
 - D. Referencing error**
- 5. Xander wants to research the feasibility of opening a new store. What primary research method should he use?**
 - A. Review secondary research only**
 - B. Interview as many people in the town as possible**
 - C. Analyze competitor data**
 - D. Conduct an online survey**

- 6. What visualization tool can David use to enhance his Excel presentation?**
- A. Pie charts**
 - B. Clustered column charts**
 - C. Line graphs**
 - D. Scatter plots**
- 7. What primary source of information would be most useful in discussing financial viability in a fiscal report?**
- A. Expert opinions**
 - B. Public announcements**
 - C. Financial information**
 - D. General market trends**
- 8. What is a key feature that distinguishes Google Sheets from Excel?**
- A. Advanced data analysis tools**
 - B. Online functionality**
 - C. Better visualization options**
 - D. Offline storage capability**
- 9. What is a helpful first step for Gillian when researching national educational policy without prior knowledge?**
- A. Contact experts in the field**
 - B. Read Wikipedia articles about the topic**
 - C. Attend workshops on educational policy**
 - D. Join online forums**
- 10. To find out how many calls Mike processed using Excel, which feature should Amy use?**
- A. SUMIF**
 - B. COUNTIF**
 - C. SORT**
 - D. PIVOT TABLE**

Answers

SAMPLE

- 1. B**
- 2. C**
- 3. C**
- 4. A**
- 5. B**
- 6. B**
- 7. C**
- 8. B**
- 9. B**
- 10. B**

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Explanations

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1. How can Derek ensure he attributes the work summarized in his informal email to a colleague?

A. By citing sources in APA format

B. By providing links to the articles he read and summarized

C. By including a bibliography at the end of the email

D. By avoiding mention of any other authors

To ensure proper attribution of the work summarized in his informal email, providing links to the articles he read and summarized is an effective approach. This method allows Derek to give credit directly to the original sources of the information, enabling his colleague to easily access the original materials for further reading. Including hyperlinks fosters transparency and adds credibility to his email, demonstrating that he values the work of other authors and encourages his colleague to explore the information further. While different formats like APA citations or a bibliography can certainly provide a method for attribution, they might not be as suitable for the informal nature of an email, where direct links can offer a more straightforward way to reference sources. Avoiding mention of other authors entirely would not meet the ethical standards of academic and professional communication, as it could be perceived as an attempt to claim work that is not his own.

2. Which of the following actions is considered unethical in academic writing?

A. Adding your own analysis

B. Using quotes with proper citation

C. Claiming another's work as your own

D. Integrating a mix of sources

Claiming another's work as your own is undeniably unethical in academic writing, as it constitutes plagiarism. Plagiarism undermines the integrity of the academic process by presenting someone else's ideas, research, or creative expressions as if they were your own. This action violates the principles of honesty and originality that are fundamental to scholarly work. Academic writing values the correct attribution of ideas and information, and failing to credit the original creator not only disrespects their contribution but also misleads readers about the provenance of the work. Ultimately, maintaining transparency through proper citation is essential for upholding academic standards.

3. How is primary research best described?

- A. Research based on existing studies**
- B. Research conducted by external professionals**
- C. Research you conduct yourself**
- D. Research that relies heavily on secondary data**

Primary research is best described as the research you conduct yourself. It involves the collection of original data directly from sources, such as surveys, interviews, focus groups, or observations. This type of research allows you to study a specific topic or question in a way that is tailored to your needs, providing insight that is unique and relevant to your particular research objectives. By designing and executing the research process personally, you have control over the methods and parameters, ensuring that the data collected fits your specific criteria and research goals. This contrasts with methods that rely heavily on data already gathered by others, which is characteristic of secondary research.

4. What type of writing issue is identified when Clint does not cite standard knowledge in his paper?

- A. Plagiarism**
- B. Common knowledge**
- C. Inaccurate information**
- D. Referencing error**

In this scenario, the issue at hand relates to the concept of common knowledge. When Clint fails to cite standard knowledge in his paper, it typically indicates a lack of awareness about what constitutes common knowledge. Common knowledge refers to information that is widely accepted and known within a particular field or society, which does not require citation because it is generally recognized as factual. Plagiarism occurs when an individual uses someone else's work, ideas, or expressions without proper attribution, intending to present them as their own. In Clint's case, if he does not cite standard knowledge, it suggests that he may be taking for granted that the reader understands this information without the need for citation, rather than intentionally misrepresenting someone else's work. Understanding the line between common knowledge and original ideas is crucial for effective academic writing, as failing to recognize it can lead to issues of improper citation practices rather than outright plagiarism. The recognition of what counts as common knowledge plays a significant role in ethical research and writing practices. It ensures that original ideas are credited appropriately while allowing widely accepted information to flow seamlessly in academic discourse.

5. Xander wants to research the feasibility of opening a new store. What primary research method should he use?

A. Review secondary research only

B. Interview as many people in the town as possible

C. Analyze competitor data

D. Conduct an online survey

To understand the feasibility of opening a new store, conducting interviews with potential customers and community members is an insightful primary research method. Interviews can provide in-depth qualitative data that reveal people's shopping preferences, behaviors, and attitudes towards a new store. This direct engagement allows Xander to gain valuable insights into the local market, potential demand, and any concerns or desires the community might have, which are critical for making informed business decisions. In contrast, reviewing secondary research limits the understanding to existing information, which may not be specific to Xander's unique market conditions. Analyzing competitor data, while useful in assessing the competitive landscape, does not directly gather opinions or preferences from potential customers. Conducting an online survey, although beneficial, may not reach all demographics in the town if the sample isn't representative or if certain groups do not engage with online surveys as actively. Thus, interviewing community members provides a focused and rich source of information that is essential for assessing the feasibility of the new store.

6. What visualization tool can David use to enhance his Excel presentation?

A. Pie charts

B. Clustered column charts

C. Line graphs

D. Scatter plots

Using clustered column charts in Excel can significantly enhance David's presentation because they allow for clear comparisons between different data sets. This type of chart is particularly effective for displaying categorical data, making it straightforward to visualize the differences in values across various groups. Clustered column charts have the advantage of offering a side-by-side comparison that allows the audience to quickly grasp relationships and trends in the data. For instance, if David is presenting sales figures across several products or time periods, a clustered column chart can display multiple categories simultaneously, making it easy to see which products performed better than others. Other visualization tools, while useful in specific contexts, might not provide the same level of clarity when it comes to comparing multiple variables or categories. Pie charts, for instance, are best for showing proportions of a whole but become less effective with more than a few categories due to clutter and difficulty in distinguishing similar-sized slices. Line graphs are excellent for demonstrating trends over time but are more suitable for continuous data rather than categorical comparisons. Scatter plots are great for showing correlations between two variables but do not effectively represent multiple categories side-by-side. Hence, the choice of clustered column charts is optimal for creating an impactful and informative presentation that highlights key comparisons within the data.

7. What primary source of information would be most useful in discussing financial viability in a fiscal report?

- A. Expert opinions**
- B. Public announcements**
- C. Financial information**
- D. General market trends**

In the context of discussing financial viability in a fiscal report, financial information is the primary source that provides concrete data and insights into a company's performance. This type of information typically includes financial statements such as the balance sheet, income statement, and cash flow statement, which give a clear picture of a company's revenues, expenses, profits, assets, and liabilities. These statements are essential for assessing not only the current financial health of a business but also its potential for future profitability and sustainability. Investors, analysts, and stakeholders rely on such detailed financial metrics to make informed decisions regarding investments or strategic planning. While expert opinions, public announcements, and general market trends can provide useful context or supplementary insights, they do not offer the concrete, quantifiable data that financial information does. Expert opinions may provide interpretations or forecasts, public announcements could reflect only a part of the situation, and general market trends offer broader insights that may not directly relate to a specific company's fiscal health. Hence, they are not as directly applicable when discussing financial viability.

8. What is a key feature that distinguishes Google Sheets from Excel?

- A. Advanced data analysis tools**
- B. Online functionality**
- C. Better visualization options**
- D. Offline storage capability**

The distinguishing feature of Google Sheets is its online functionality. This means that Google Sheets allows users to access, edit, and collaborate on spreadsheets in real-time from any device with internet access. This cloud-based approach facilitates seamless sharing and collaboration, enabling multiple users to work on the same document simultaneously, see changes in real-time, and comment or chat within the document. In contrast, while Excel has features that allow for data analysis and visualization, it traditionally operates as desktop software, focusing on offline capabilities. Although recent versions of Excel have introduced online functionalities, especially through Office 365, the inherent nature of Google Sheets as a cloud service makes its online functionality a unique and foundational aspect. Additionally, Excel is well known for its advanced data analysis tools, which can be considered superior in certain contexts, and while it offers superior visualization options, these do not compare to the collaboration feature so central to Google Sheets. Offline storage capability is another aspect but does not apply directly to the fundamental distinction, as Google Sheets requires internet access to fully leverage its features.

9. What is a helpful first step for Gillian when researching national educational policy without prior knowledge?

- A. Contact experts in the field**
- B. Read Wikipedia articles about the topic**
- C. Attend workshops on educational policy**
- D. Join online forums**

Turning to Wikipedia articles is a helpful first step for Gillian when researching national educational policy, particularly if she has no prior knowledge of the subject. Wikipedia can provide a broad overview of concepts, terminology, and key issues related to educational policy. The articles typically outline significant developments, influential figures, and current debates, allowing Gillian to build a foundational understanding. Utilizing Wikipedia can also point her toward additional reliable sources through citations and references featured at the end of the articles, enabling her to delve deeper into specific areas of interest as she progresses in her research. While other options like contacting experts or attending workshops may yield valuable insights, they often require a baseline understanding of the subject to engage effectively. Therefore, starting with Wikipedia can serve as an effective springboard for further exploration and engagement in the topic of national educational policy.

10. To find out how many calls Mike processed using Excel, which feature should Amy use?

- A. SUMIF**
- B. COUNTIF**
- C. SORT**
- D. PIVOT TABLE**

To determine how many calls Mike processed, the COUNTIF function in Excel is suitable because it is specifically designed to count the number of cells that meet a certain criterion or condition. In this case, if Amy needs to count the entries associated with Mike, she would apply COUNTIF to a range of data that includes the names or identifiers for each call, specifying the condition as "Mike." This will yield a total count of all calls attributed to him. The COUNTIF function streamlines the task by allowing the user to focus solely on counting instances that match the specified criteria rather than summing numeric values or performing more complex data analysis. In contrast, other functions like SUMIF are used for summing values that meet certain conditions, SORT is for organizing data, and PIVOT TABLE is suited for summarizing and analyzing data rather than counting occurrences. Thus, for the objective of counting calls specifically tied to Mike, COUNTIF is the most effective and appropriate choice.