

**BUS 595**  
**Workshop: Research & Writing**  
**Business Research Assignment**  
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These questions are designed to assess your knowledge of business resources and applying them in practical business situations. Please respond to the following questions. If you grasped the key ideas of this workshop, you should do well. You must complete and turn in this exercise at the end of the workshop in order to get a passing grade. You have 1 hour to complete this quiz.

**A. Using Business Source Premier Company Profiles**

1. Go to Business Source Premier and find the *Datamonitor* report on Toyota Motors.
2. In reviewing the SWOT analysis, besides the problems Toyota faces with recalls, what other factors might impact the company's growth and profits? Why?
3. What are some positive signs for the company? Why?

**(The response must be written in your own words--remember to paraphrase. Any response that appears to be copied and pasted from the report will receive a "zero.")**

**B. Using Scholarly or Trade Articles to Support Research**

You completed your MBA and are now a consultant for a human resources department of a large company. Your manager asked you to research current information to create a policy on employee use of social networking sites or social media such as *Facebook* or *Twitter*. She asks you to find studies or information that that will help her determine whether or not employee use of these sites impacts worker productivity.

Using the skills you just learned, research this topic and create a reference list in Chicago style listing at least **four (4) different articles** you believe will provide current, authoritative information. Find at least two (2) scholarly articles. The rest can be **popular** or **trade journal** articles.

### **C. First Research Industry Information**

You are a business consultant for a financial company. A client is interested in investing in the Biofuels Industry. Find the Biofuels Industry profile in the First Research database and briefly explain:

What are some key business trends?

Based on your findings, would you recommend that the client invest in this sector? Why or why not?

**(The response must be written in your own words--remember to paraphrase. Any response that appears to be copied and pasted from the report will receive a "zero.")**

### **D. Creating a Mergent Comparative Report**

Create a *Mergent* comparative report on Toyota showing ratios. Compare Company Against Industry. Save your results in an Excel spreadsheet. Put your name on the spreadsheet and attach the results to Blackboard.