

**B. B. A. (SERVICES MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2024

BSMA–006 : RESEARCH PROCESS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all the questions.*

1. Answer **all** the questions. Each question carries
1 mark. 1×10=10

Fill in the blanks :

- (a) Research is a careful process-oriented
..... for new facts.
- (b) Data collection methods are classified in
two types—primary and
- (c) In random sampling each member of the
population has chance to be chosen.

- (d) A good questionnaire begins with the of the research.
- (e) The section of a report generally builds a background of the study.

State whether True *or* False :

- (f) Survey method can be online and face to face.
- (g) The only drawback with ratio scale is that it doesn't have the true zero value.
- (h) Focus groups are generally drawn out of convenience sampling.
- (i) Protection of anonymity and confidentiality of research participants is an important aspect of research ethics.
- (j) Ethics generally define freedom and an unacceptable norm followed by researcher's fraternity.

2. Answer any *five* of the following in about **100** words each. Each question carries 2 marks.

2×5=10

- (a) Descriptive Research
- (b) Applied Research
- (c) Secondary Data
- (d) Face-to-face survey
- (e) Interval Scale
- (f) Sampling
- (g) Exploratory questionnaires
- (h) Research ethics

3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.

5×4=20

- (a) What are the advantages and disadvantages of applied research ?
- (b) Explain the term 'Interview' and the categories of Interview formats.

- (c) Define survey research and different tools for conducting survey research.
- (d) Describe Convenience Sampling. Give examples of Convenience Sampling.
- (e) How would you handle the different personality types if you are made the moderator of a focus group ?
- (f) Enlist the distinct stages in development of a questionnaire.
- (g) Explain briefly the components of Research Reports.
- (h) Why is consent form of the respondent important ?

4. Answer any *one* question in about **500** words :

10×1=10

- (a) What are the steps involved in the process of research ?
- (b) Explain Quantitative Research and Qualitative Research. What are the differences between qualitative research and quantitative research ?

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