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**BSMA-006**

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)**

**Term-End Examination**

**December, 2025**

**BSMA-006 : RESEARCH PROCESS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Attempt all the questions.*

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

Fill in the blanks :

- (a) A ..... is a statement that predicts the relationship between two or more variables.

- (b) The process of selecting a subset of individuals from a population to participate in a study is called .....
- (c) The section of a research paper that presents findings in tables and graphs is called the ..... section.
- (d) The process of checking the accuracy and consistency of data before analysis is called .....
- (e) The first step in the research process is .....

State whether the following statements are True or False :

- (f) A hypothesis is always proven to be true at the end of research. (True/False)

(g) A well-written research report includes an introduction, methodology, results and conclusion. (True/False)

(h) A literature review helps researchers identify gaps in existing knowledge. (True/False)

(i) Ethical considerations are important only in medical research. (True/False)

(j) A research paper must include references to acknowledge sources. (True/False)

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks :  $2 \times 5 = 10$

(a) Explain the significance of problem identification in research.

(b) What are the characteristics of a good research hypothesis ?

- (c) Differentiate between primary and secondary data with examples.
  - (d) What is the purpose of a literature review in research ?
  - (e) Describe the importance of sampling in research studies.
  - (f) Explain the difference between qualitative and quantitative research.
  - (g) What are the key components of a research methodology section ?
  - (h) Why is data analysis important in the research process ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) Explain the key steps involved in the research process and their importance.
  - (b) Discuss the role of hypothesis formulation in research. How does it guide the study ?

- (c) Compare and contrast exploratory, descriptive and experimental research designs.
- (d) Explain the advantages and disadvantages of primary and secondary data in research.
- (e) Discuss the different types of sampling techniques and their applications.
- (f) What are the key differences between qualitative and quantitative research methods ? Provide examples.
- (g) Explain the significance of ethical considerations in research. How can researchers ensure ethical integrity ?
- (h) Discuss the various data collection methods used in research. What factors influence their selection ?

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4. Answer any *one* question in about  
500 words : 1×10=10

(a) What is research ? Explain its purpose  
and importance.

(b) What is a hypothesis in research ?  
Explain its role and how it is used.

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