

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

Term-End Examination

June, 2025

BSMA-006 : RESEARCH PROCESS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

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

Fill in the blanks :

- (a) Basic research is also known as fundamental or research.
- (b) Observation as a data collection method can be or unstructured.

- (c) A question can help participants and the moderator explore the topic in depth.
- (d) Research reports should not contain being made by the researcher.
- (e) One of the cornerstones of research ethics is the concept of consent.

State whether True *or* False :

- (f) Research can only be used as a tool specific to certain disciplines.
- (g) Quota sampling method is a non-probability sampling method.
- (h) Snowball sampling is the most common and popular way of sampling in market research.
- (i) Ethics ensure that researchers can be held accountable for their actions.
- (j) Conclusion is the first component of report writing.

2. Write notes on any *five* of the following in about **100** words each. Each note carries 2 marks : 5×2=10

- (a) Nature and scope of Research
- (b) Primary data
- (c) Survey method
- (d) Ordinal scale
- (e) Research Methodology
- (f) Covert Observation
- (g) Sampling
- (h) Gatekeepers

3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 5×4=20

- (a) What is a 'Questionnaire' ? Explain its advantages and disadvantages.
- (b) What is the importance of audience in framing survey questions ?
- (c) Explain Purposive sampling giving examples.

- (d) Define Focus Group. Elaborate *two* advantages and *two* disadvantages of focus groups.
 - (e) What is the purpose of piloting a questionnaire ?
 - (f) List some tips that can be used to write research reports more effectively.
 - (g) Why are research ethics important ?
4. Answer any *one* question in **500** words :
- 10×1=10
- (a) What are the different types of research studies that an organization can undertake ?
 - (b) Explain any *one* sampling method and its advantages and disadvantages.

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