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BSMA-006

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

Term-End Examination

June, 2026

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. 10×1=10

Fill in the blanks :

- (a) In research, data is collected directly from sources, while secondary data is obtained from existing sources.

- (b) A review helps researchers understand existing work and identify gaps in knowledge.
- (c) An variable is the one that is manipulated in an experiment to observe its effect.
- (d) A study is one that observes subjects without manipulating any variables.
- (e) The final step in the research process, where results are shared with the academic or professional community is

State whether True or False :

- (f) Primary data is collected from existing sources like books and research papers.

(True/False)

- (g) Sampling is used in research to study an entire population. (True/False)
- (h) Data analysis is done before data collection in the research process. (True/False)
- (i) The research process always follows a linear sequence of steps. (True/False)
- (j) In qualitative research, data is usually collected in numerical form. (True/False)

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

- (a) Differentiate between primary and secondary data with examples.
- (b) Discuss the ethical considerations in conducting research.

- (c) What is the purpose of a literature review in research ?
 - (d) What are the key elements of a well-structured research report ?
 - (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 question carries 5 marks. 4×5=20

- (a) Explain the structure and key components of a research report. Why is proper documentation important ?
- (b) Compare and contrast exploratory, descriptive, and experimental research designs.
- (c) What are the major challenges faced during data analysis, and how can they be addressed ?
- (d) Explain the advantages and disadvantages of secondary data in research.
- (e) Discuss random 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.

(h) Discuss the various data collection methods used in research. What factors influence their selection ?

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

(a) What are the main steps involved in the research process ? List and explain each step.

(b) What are the main sections of a research paper ? Briefly describe each section/sub-section.

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