No. of Printed Pages : 4

BSMA–006

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.

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(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.

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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.

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(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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