No. of Printed Pages : 6 **BSMA–006**

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

December, 2025

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

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(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)

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(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 : 2×5=10

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

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

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(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 ?

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(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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