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# BSMA–006

## 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.



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(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.



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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.



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(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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