

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)
Term-End Examination
June, 2023**

BSMA-006 : RESEARCH PROCESS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions. All questions carry equal marks.*

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

Fill in the blanks :

- (a) Advancement in technology has made the world a village.
- (b) questions are free for respondent's original reaction, in his or her own words.

- (c) At the beginning, the researcher needs to generalize the population from whom data would be collected.
- (d) Qualitative data analysis collects data.
- (e) Reports have a specific format and

State whether the following statements are True or False :

- (f) Qualitative data collections are based on numbers.
- (g) Controlled quota sampling uses restrictions to restrain the researcher's choice of samples.
- (h) The research tool is decided on the basis of research design.
- (i) Opening questions need not be easy to answer and must be generic in nature.
- (j) Shy Participants are usually quiet, and prefer not to engage in the conversation.

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. $2 \times 5 = 10$
- (a) Define Applied Research
 - (b) Describe any *two* interview formats.
 - (c) Explain Interval Scale
 - (d) Convenience sampling
 - (e) Consent Form
 - (f) Define Target Respondents
 - (g) Research Ethics
 - (h) Purposive sampling
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) What are differences between qualitative and quantitative research ?
 - (b) Explain any *two* methods of Survey Research.
 - (c) Explain Simple Random Sampling and give its advantages and disadvantages.

- (d) What is Snowball Sampling ? Describe the *three* distinct patterns followed in Snowball Sampling.
- (e) Why is Research Ethics important ?
- (f) Give any *five* tips for writing a Research Report.

4. Answer any *one* question in about **500** words :

1×10=10

- (a) What are the characteristics of Research ?
Explain the different types of Research.
- (b) Explain the distinct stages in the development of a questionnaire.