

**BACHELOR OF BUSINESS ADMINISTRATION  
(SERVICES MANAGEMENT)**

**Term-End Examination**

**December, 2022**

**BSMA-006 : RESEARCH PROCESS**

*Time : 2 hours*

*Maximum Marks : 50*

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

Fill in the blanks :

- (a) \_\_\_\_\_ is a careful process-oriented search for new facts.
- (b) Data collection methods are classified in two types — primary and \_\_\_\_\_.
- (c) Focus groups are generally drawn out of \_\_\_\_\_ sampling.
- (d) In probabilistic sampling, every member of the population has \_\_\_\_\_ opportunities for being a member of the study.
- (e) Face-to-face interaction is a situation where the information is collected through \_\_\_\_\_ interaction.

State whether the following statements are *True* or *False* :

- (f) Quantitative research is the process of the collection and analysis of numerical data.
- (g) Economical surveys demand personal interventions.
- (h) A good questionnaire begins with the needs of the researcher.
- (i) Once the topic gets over, the facilitator must reflect whether or not the discussion was able to meet its objective.
- (j) Stratified random sampling is commonly not used in market research.

2. Briefly explain any ***five*** in about 100 words each.

Each part carries 2 marks.

$5 \times 2 = 10$

- (a) Survey Method
- (b) Sampling
- (c) Observation
- (d) Gatekeepers
- (e) Interval Scale
- (f) Research Methodology
- (g) Formal Questionnaire
- (h) Under-sized Samples

3. Answer any **four** questions in about 250 words each. Each question carries 5 marks.  $4 \times 5 = 20$
- (a) Give the advantages and disadvantages of Applied Research.
  - (b) What are the differentiating factors for exploratory and conclusive research ?
  - (c) What is the purpose of doing pilot survey of the questionnaire ?
  - (d) Explain the analysis process of a focus group study in your own words.
  - (e) Give the advantages and disadvantages of Quota Sampling.
  - (f) Discuss any two principles of Research Ethics.
4. Answer any **one** question in about 500 words.  $1 \times 10 = 10$
- (a) Explain the term questionnaire. What are the advantages and disadvantages of questionnaires ? What are the sources of collecting questionnaires ?
  - (b) “Focus group has a proper five-stage process for implementation and reporting on the results.” Discuss each of these stages in brief.
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