

No. of Printed Pages : 4

**BSMA–006**

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

**Term-End Examination  
December, 2023**

**BSMA-006 : RESEARCH PROCESS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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1. Answer all the questions. Each question carries 1 mark.

Multiple choice questions :

- (a) Which of the following can be considered as primary data collection method ?
- (i) Through questionnaire
  - (ii) Books
  - (iii) Newspaper
  - (iv) Government record

**P. T. O.**

- (b) Which of the following can be considered as a disadvantage for a focus group ?
- (i) Natural answers
  - (ii) Brainstorming in group
  - (iii) Independent responses
  - (iv) Qualitative data collection

Fill in the blanks :

- (c) ..... can be used to find solutions to help decision-making process.
- (d) ..... scale is the form of scale where usually numbers have no relevance except naming.
- (e) ..... rank between variable but not the difference in values between them.
- (f) Snowball sampling is a type of ..... sampling.

State True or False :

- (g) Applied research is used to find solution for business problem.
- (h) The research tool is decide on the basis of research design.

- (i) The drawback of ratio scale is that it does not have the true zero value.
- (j) Random sampling is also known as non-probabilistic sampling.
2. Briefly explain any *five* of the following in about **100** words each. Each part carries 2 marks :  $5 \times 2 = 10$
- (a) Questionnaire
  - (b) Ratio Scale
  - (c) Case Studies
  - (d) Cluster Sampling
  - (e) Pilot Study
  - (f) Scientific Research
  - (g) Secondary Data Collection
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks :  $4 \times 5 = 20$
- (a) What are the differences between qualitative and quantitative research ?
  - (b) What is exploratory research design ? Discuss its components.

- (c) Discuss the measurement scale in detail.
  - (d) How is Probability sampling different from Non-probability sampling ? Explain.
  - (e) What are the steps of questionnaire design ?
  - (f) Discuss any *two* principles of research ethics.
4. Answer any ***one*** question in about **500** words :
- 1×10=10
- (a) Define Business Research. Explain the process of business research in detail.
  - (b) Discuss the important tips to prepare an ideal research report.