

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

Term-End Examination

June, 2024

BSMA–006 : RESEARCH PROCESS

Time : 2 Hours

Maximum Marks : 50

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

1. Multiple choice questions : 1×10=10
- (a) Advantages of a close-ended questions include :
- (i) Easy to answer
 - (ii) Less complicated
 - (iii) Pre-defined options
 - (iv) All of the above

- (b) The scope of enquiry for qualitative research is :
- (i) Broad and inclusive
 - (ii) Rigid and formal
 - (iii) Focused and narrow
 - (iv) Discrete and specific

Fill in the blanks :

- (c) In sampling, every member of the population has equal opportunities for being a member of the study.
- (d) questionnaire is used to gather qualitative data.
- (e) Data collection methods are classified into two types and Secondary.
- (f) are face-to-face interaction between two parties which provides first hand data for research.

State True or False :

- (g) A focus group is one of the commonly used qualitative research.
- (h) It is good practice to put questions as simple as possible.

- (i) The introduction section of a report generally builds a background of the study.
 - (j) In open-ended questions, respondents are not free to give his reactions.
2. Briefly explain any *five* parts in about **100** words each. Each part carries 2 marks :

$5 \times 2 = 10$

- (a) Research Methodology
 - (b) Nominal Scale
 - (c) Quota sampling
 - (d) Research ethics
 - (e) Questionnaire
 - (f) Exploratory Research
 - (g) Types of Data
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks : $4 \times 5 = 20$
- (a) What are the difference between longitudinal and cross-sectional survey research ?
 - (b) What is quantitative data collection methods ? Discuss in detail.

- (c) Discuss the probability sampling.
 - (d) Discuss any *two* tips for preparing an ideal research report.
 - (e) Explain the analysis process of a focus group study.
 - (f) How does different types of interviews help in conducting research ? Explain.
4. Answer any *one* question in about **500** words :
- 1×10=10
- (a) Discuss sampling design in detail.
 - (b) What are the importance of research ethics in preparing a good research report ?