HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

Term Evaluation (Odd) Semester Examination September 2025

Roll no..............................

Name of the Course: B.Com. (H)
Semester: 3
Name of the Paper: Research Methodology
Paper Code: BCH 302
Time: 1.5 hour   **Maximum Marks: 50**

Note:
   (i)   Answer all the questions by choosing any one of the sub-questions
   (ii) Each question carries 10 marks.

Q1.   (10 Marks)
a.   Define research. Briefly describe the steps involved in research process. (CO1)
                              OR
b.   Why do we conduct research in business? Illustrate how a strong literature review can lead to a successful research project. (CO2)

Q2.   (10 Marks)
a.   What is a research problem? How do you select a research problem? (CO2)
                              OR
b.   Distinguish between Basic and Applied research. Explain which is more relevant for policy formulation. (CO2)

Q3.   (10 Marks)
a.   What is research design? Briefly describe different types of research designs. (CO2)
                              OR
b.   Distinguish between qualitative and quantitative research approaches. Which characteristics are more critical for each type of study? (CO2)

Q4.   (10 Marks)
a.   Distinguish between Cross-sectional and Longitudinal studies. Which one is advised for measuring the impact of one variable over other? (CO2)
                              OR
c.   What are Type I and Type II errors? In business research setting, which error is generally considered more serious and why? (CO4)

Q5.   (10 Marks)
a.   Formulate null and alternative hypotheses for a study on the effect of training on employee performance. Describe the steps to perform hypothesis testing. (CO4)
                              OR
b.   Following table presents a cross-classification of sex by social class from a survey study. If variable X is the sex of the respondent and variable Y is the social class of the respondent, use the Chi-square test of independence to determine if variables X and Y are independent of each other. [Given: $\chi^2_{(0.05, 2)} = 5.99$] (CO5)

Social class (Y)	Sex (X)		Total
	Male	Female	
Upper	30	25	55
Lower	45	50	95
Total	75	75	150