Graphic Era
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

End Term (Even) Semester Examination May-June 2025

Roll no…………………………

Name of the Program and semester: B.Com. (H) 6th Sem
Name of the Course: Research Methodology
Course Code: BCH 605

Time: 3 hour

Maximum Marks: 100

Note:
- *(i)* All the questions are compulsory.
- *(ii)* Answer any two sub questions from a, b and c in each main question.
- *(iii)* Total marks for each question is 20 (twenty).
- *(iv)* Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)
a. Discuss the scope of Business Research. Describe at least three (3) differences between qualitative and quantitative research. CO1
b. How do you identify a research problem? Briefly describe the steps involved in research process. CO2
c. What is research design? List out and discuss some uses of different research designs. CO3

Q2. (2X10=20 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. CO1
b. Analyze the difference between probability and non-probability sampling techniques with examples. CO2
c. Critically evaluate the impact of sampling errors and suggest ways to minimize them in a survey-based study. CO3

Q3. (2X10=20 Marks)
a. Distinguish between Primary and Secondary Data. Which one do you think is more appropriate for conducting business research? CO2
b. Briefly explain the four (4) main types of measurement scales, and give an example for each type. CO3
c. Differentiate between reliability and validity in measurement. Explain the types of validity and reliability testing used in research. CO4

Q4. (2X10=20 Marks)
a. With the help of following table, representing the data for the demand of milk in a given township, compute a simple linear *regression equation*. Estimate the demand of milk at Rs. 80. CO3

Quantity Demanded (in L)	Price of Milk (in Rs.)
160	50
140	55
120	60
110	65
90	70
80	75

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b. Figure out the important steps in data preparation process. Why handing outliers is important before going for final data analysis? CO4

c. Evaluate the basic statistical tools used in data analysis. How do descriptive and inferential statistics differ? CO5

(2X10=20 Marks)

Q5.

a. What are the key precautions to be taken while interpreting research findings? Explain with examples. CO2

b. Why do we prepare a research report? What key issues are to be kept in mind when developing a research report? CO3

c. Describe the general structure and referencing conventions followed in formal research report writing. CO4