Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhinyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act. 1956

End Term (Odd) Semester Examination November 2025

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

Name of the Course and semester: B.Com (H) 3rd Sem
Name of the Paper: Research Methodology
Paper Code: BCH 302

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. "Research is a systematic pursuit of truth." Explain this statement and discuss the essential characteristics of a good research study. (CO1)
b. Outline major types of research. What kind of research would you use to explore the reasons behind buying a product? (CO2)
c. Critically evaluate the importance of identifying research gaps in formulating a research problem. (CO2)

Q2.   (2X10=20 Marks)
a. Distinguish between Primary and Secondary Data. Which one do you think is more appropriate for conducting business research? (CO3)
b. Explain the importance of research design and describe the steps in designing an effective research study. (CO2)
c. Discuss various steps involved in testing a hypothesis. Describe Type I and Type II errors in hypothesis testing. (CO2)

Q3.   (2X10=20 Marks)
a. Discuss various methods of primary data collection and their relevance for business research. (CO2)
b. A researcher wants to study employee satisfaction in a company of 1,000 employees. How you would determine an appropriate sample size and sampling technique for this study? (CO4)
c. Differentiate between reliability and validity in measurement. Provide examples of how each can be ensured. (CO3)

Q4.   (2X10=20 Marks)
a. Explain the steps involved in processing raw data. Why is data editing crucial? (CO2)
b. A study on 10 salespersons shows the following pairs of sales experience (X in years) and sales performance (Y in ₹000):

X	2	3	5	4	6	8	7	9	10	12
Y	30	35	50	45	55	70	60	75	85	95

Compute the regression equation of Y on X and estimate sales performance for 11 years of experience. (CO5)
c. Explain the basic statistical tools used in data analysis. How do descriptive and inferential statistics differ? (CO4)

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Q5. (2X10=20 Marks)

a. Critically analyze the ethical considerations involved in social sciences research. (CO4)

b. Why do we prepare a research report? Illustrate the steps involved in drafting a research report. (CO3)

c. Discuss the significance of referencing and citation styles (APA, MLA, Harvard) in academic writing. (CO3)