



The IIHMR University, Jaipur

Institute of Health Management Research

MBA Pharmaceutical Management

Batch 07th (2015-2017) First Year

Research Methods

Term Examination



Time - 3 Hour

M.M-70

The question paper contains 1 Printed page.

- Note:** 1. All the questions are compulsory.
2. Attach the examination paper with the answer sheet.

Q. 1. Attempt any **four** from the following questions. **(4*10=40 marks)**

- Characteristics of a good research topic.
- Example of valid and reliable research study.
- Research questions and objectives of a research study with example.
- Intervention study types with example.
- Quantitative method of data collection with its tool.
- Discuss ethical principles of research in pharmaceutical research.
- Which type of sampling has utility for estimating population quantities if the adequate knowledge and cost and conclusions are to be drawn? Describe various types of this approach of sampling.

Q. 2. Calculate the required sample size to estimate the percentage of pharmacies with drive-through prescription pick-up provision. An approximate proportion estimate is 33%. (Confidence level at 95%, degree of accuracy at 5%). What would be the total required sample size, if the non-response is 5%? **(10 marks)**

Q. 3. You have to conduct a research project on "STUDY ON feasibility OF ONLINE RETAIL PHARMACY AMONG ONLINE USERS" / "A STUDY ON situation of R & D in INDIAN PHARMACEUTICAL INDUSTRY". Prepare an outline of the project proposal to seek the funding on any of the above given issue. **(20 marks)**