

IIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08 (2016-2018)
First Year
Research Methods
Term Examination

Time - 3 Hour

MM-70

The question paper contains 1(one) printed page. All questions carry equal marks. Attempt any 5 questions

Q1. What is the primary difference between a non-experimental study design and an experimental study design? Why would a research manager choose such an approach?

Q2. What are the advantages of qualitative data collection methods compared with quantitative data collection approaches?

Q3. What is sampling? Please elaborate on different types of non-probability sampling methods with its advantages and limitation

Q4. Write short notes on any two:

1. Research & scientific method
2. Ethics in research
3. Confounding Variables

Q5. Write short notes on any two:

1. Research process
2. CATI & CASI
3. Reliability

Q6. Pharmaceutical Industry is concerned about selling of prescription drugs to the customers without prescription by the pharmacies. A pharmaceutical company wants to know the proportion of pharmacies which indulge into this practice. Some evidences show that 40 to 50 percent of pharmacies sell prescription drugs without prescription. The pharmaceutical company wishes to conduct a quantitative study among pharmacies of urban area of Jaipur city. Please suggest an appropriate research methodology for the same.

