

IIHMR UNIVERSITY
Institute of Health Management Research
MBA in Pharmaceutical Management
Batch 09 (2017-19)
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 research? What are the key characteristics of scientific research?
- Q2. What is qualitative research? Describe any three methods of qualitative data collection.
- Q3. What is sampling? Please elaborate on different types of probability sampling methods?
- Q4. Discuss the concept of validity and reliability. How it is importance in research?
- Q5. What is research design? Discuss major experimental designs with example.
- Q6. Describe the major steps for conducting research (research process).