

IIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-23 (2018-2020)
First Year
Research Methods
Term Examination



Time - 3 Hour

MM-70

The question paper contains one printed page.

- Q. 1. What is Research? Describe the key characteristics of scientific research? (10 marks)
- Q2. What is difference between quantitative and qualitative research? Describe any three methods of qualitative data collection. (10 marks)
- Q3. Define sampling. Please elaborate on different types of probability sampling methods. (10 marks)
- Q4. What is validity and reliability? How it is important in research? (10 marks)
- Q5. What are experimental and quasi experimental research designs? Discuss major experimental designs with example? (10 marks)
- Q6. A researcher wants to determine to what degree and in what ways television commercials might portray men and women in traditional-stereotypical ways which affect health (eg.: how often men versus women are shown cleaning houses/ men taking decision to go to health center, women ignoring the health and men seeking services at the first sign of problem).
- Identify the methodology which would be most appropriate in the given below situation. Please clarify your assumptions and elaborate on the
- Conceptual and operation aspects of Gender-stereotypical ways influencing health
 - Characteristics of the suggested methodology. (20 marks)