

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)