



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-10 (2018-2020)

First Year

Research Methods



Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page.

Q1. 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. What is sampling? Please elaborate on different types of probability sampling methods? (10 marks)

Q4. Discuss the concept of validity and reliability. How it is importance in research? (10 marks)

Q5. What are experimental and quasi experimental research designs? Discuss major experimental designs with example. (10 marks)

Q6. Describe the major steps for conducting research (research process). (20 marks)