



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

First Year, Term 3 End Term Examinations, April 2024

CC – 613 Research Methods

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Select the most appropriate option for the following (1 mark each):

- (a) Which of the following is NOT a common source of literature review?
- (i) Academic journals
 - (ii) Newspapers
 - (iii) Personal blogs
 - (iv) Government reports
- (b) The null hypothesis states that:
- (i) There is a significant effect
 - (ii) There is no significant effect
 - (iii) The sample is representative
 - (iv) The study is valid
- (c) Which sampling principle ensures that every individual has an equal chance of being selected?
- (i) Convenience
 - (ii) Randomness
 - (iii) Quota
 - (iv) Stratification
- (d) Stratified sampling is best used when:
- (i) The population is homogeneous
 - (ii) The population is heterogeneous and can be divided into strata
 - (iii) The researcher has limited resources
 - (iv) The population size is unknown
- (e) Which of the following is NOT a technique of data collection?
- (i) Surveys
 - (ii) Interviews
 - (iii) Hypothesis testing
 - (iv) Observations

Part B

(Maximum Marks: 15)

Answer the following questions, in brief.

- Q2. Discuss the concept of "Sample" and "population" in research and its importance. (5)
- Q3. Explain the merits and demerits of using In-depth-interviews as a data collection technique. (5)
- Q4. Describe the basic structure of a research report and its significance. (5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail.

- Q5. Company A claims to redesign their drug delivery system to increase bioavailability of diabetic medicine and good patient outcome in post marketing phase. Create a comprehensive research study to assess the validity of this claim. Your answer should include: - A clear statement of the research problem - The research objectives - The hypotheses to be tested - A detailed description of the research design, including the type of design and the rationale for its selection - The sampling technique and sample size justification - The data collection methods and instruments to be used - The proposed method of data analysis - Ethical considerations in the research. (15)
- Q6. A pharmaceutical company is interested in understanding the awareness of their OTC drug, compared to their competitors. Design a study that outlines the research questions, objectives, and the proposed methods for data collection and analysis. (15)