

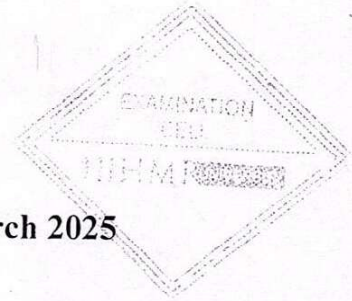
IIHMR UNIVERSITY
School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-16th (2024-2026)

First Year, Term 2, End Term Examinations, March 2025

CC – 613 Research Methods

Enrolment No.:



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. Choose the correct option for the following questions (1 mark each):

- a) Which of the following is NOT a characteristic of good research?
A) Systematic
B) Replicable
C) Biased
D) Logical
- b) The inductive approach in research refers to:
A) Testing theories
B) Developing theories from observations
C) Deducting from a hypothesis
D) Using secondary data
- c) In experimental research design, the variable that is manipulated by the researcher is called:
A) Dependent variable
B) Independent variable
C) Confounding variable
D) Extraneous variable
- d) Which of the following is an example of qualitative data collection technique?
A) Survey
B) Focus Group Discussion
C) Questionnaire
D) Secondary data analysis
- e) Which of the following is NOT a characteristic of good research?
A) Systematic
B) Replicable
C) Biased
D) Logical

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

- Q2. Explain the steps involved in identifying a research problem with an example relevant to Pharma Management.**

- Q3. Discuss any two types of research designs used in pharmaceutical research with appropriate examples.
- Q4. Highlight the ethical principles to be followed while conducting human subject research in the pharma sector.

Part C

(Maximum Marks: 30)

Answer the following questions in detail (15 marks each):

- Q5. ABC Pharma Ltd. plans to introduce a new generic drug in the market and wants to evaluate market perception and acceptance among healthcare providers and customers. Develop a research proposal covering:
- Introduction and research problem
 - Objectives of the study
 - Research hypothesis
 - Research methodology (design, sampling, data collection)
 - Analysis plan
 - Ethical considerations
- Q6. A pharma company wants to study the impact of promotional strategies on physicians' prescribing behavior. Frame a research plan including:
- Research questions
 - Objectives
 - Data collection methods
 - Sampling method
 - Tools of data analysis
 - Possible sources of bias and ways to minimize them

