

Roll. No. \_\_\_\_\_



**International Institute of Health Management Research (IIHMR), New Delhi.  
PGDM (HOSPITAL AND HEALTH MANAGEMENT)  
(Batch 2021-2023)**

**RESEARCH METHODOLOGY**

..... Module Code .....

**Second End Term Examination**

**Time allowed: 3 hrs**

**Max. Marks: 70**

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**SECTION A: PLEASE ATTEMPT ALL QUESTIONS**

**Long answer questions (2x20)**

1. What do you mean by internal and external validity of a research study? Write in detail about information bias with examples. What measures you will take to avoid information bias?  
(5+10+5)
2. Describe any 2 methods of random sampling and 2 methods of non-random sampling in detail. Give examples of each. (10+10)

**SECTION B: PLEASE ATTEMPT ANY 6 (SIX) QUESTIONS**

**Short answer questions (6x5)**

3. Review of literature
4. What are 'SMART' objectives
5. Four principles of ethics in research
6. Focus group discussion
7. Study variables and its types
8. Structured vs semi-structured questionnaire
9. Plagiarism
10. Parts of a research proposal