

**Post Graduate Diploma in Management (Hospital & Health Management)****PGDM – 2023-25 Batch****2<sup>nd</sup> Year – 3<sup>rd</sup> Semester End Examination**

<b>Subject &amp; Code</b>	<b>: Health Survey and Research Methods-HEM 703</b>	<b>Reg. No.</b>	<b>:</b>
<b>Semester &amp; Batch</b>	<b>: III, 2023-25</b>	<b>Date</b>	<b>: 08-10-2024</b>
<b>Time &amp; Duration</b>	<b>: 10:30 A.M.-01:30 P.M. (3 Hrs.)</b>	<b>Max. Marks</b>	<b>: 70</b>

**Instructions:**

- Budget your time as per the marks given for each question and write your answer accordingly.
- Don't write anything on the Question Paper except writing your Registration No.
- Mobile Phones are not allowed even for computations.

**Part A: Q.1 to Q.10 All questions are compulsory (10 X 2 Marks = 20 Marks)**

Q1. What is the primary purpose of conducting large-scale health surveys?

- A) To improve healthcare infrastructure
- B) To collect data on population health trends
- C) To reduce healthcare costs
- D) To provide free healthcare to citizens

Q2. Which of the following is a common method of data collection used in large-scale health surveys?

- A) In-person interviews
- B) Laboratory testing
- C) Policy analysis
- D) Medical treatment

Q 3: Which population sampling method is most often used in large-scale health surveys to ensure the results are representative?

- A) Cluster sampling
- B) Convenience sampling
- C) Random sampling
- D) Quota sampling

Q 4: Why is standardization important in the design of a large-scale health survey?

- A) To reduce the cost of the survey
- B) To ensure consistency in data collection
- C) To make the survey shorter
- D) To focus only on specific subgroups

Q5. A Health survey is a systematic method of collecting data from a population of interest (Health). A. True, or B False

**Contd...2..**

Q6. Specific, Answerable, and Innovative are not good characteristics of an effective research question. A. True, or B False

Q7. \_\_\_\_\_ is the primary focus of qualitative research in health surveys?

- A) Exploring patient experiences and perspectives
- B) Measuring numerical data
- C) Testing the effectiveness of interventions
- D) Calculating disease prevalence

Q8. \_\_\_\_\_ is the main goal of data analysis in qualitative health research?

- A) To find statistical correlations
- B) To identify recurring themes and patterns in the data
- C) To create mathematical models
- D) To increase sample size for generalizability

Q9. \_\_\_\_\_ statistical test is commonly used to determine the relationship between two variables in quantitative health research?

- A) T-test
- B) Ethnographic study
- C) Regression analysis
- D) Grounded theory analysis

Q10. Why is pilot testing important in operationalizing a large-scale health survey?

- A) It helps in finalizing the research hypothesis
- B) It guarantees a high response rate from participants
- C) It eliminates the need for ethical review
- D) It ensures that the variables and questions are well-understood and can be reliably measured

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**Part B: Q.11 to Q.15 attempt any four questions (4 X 5 Marks = 20 Marks)**

**Short Notes**

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Q11. What role do large-scale health surveys play in informing public health policy and guiding decision-making?

Q12. Why is conducting a literature review crucial before designing a health survey?

Q13. What is a layout sketch map? How does it differ from a location map in mapping and listing activities?

Q14. Discuss various strategies that are being adopted to ensure data quality in large-scale surveys.

Q15. What is a Focus Group Discussion (FGD) on qualitative research methods?

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**Part C: From Q.16 to Q.19 attempt any three questions (3 X 10 Marks = 30 Marks)**

**Long Notes**

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Q16. Discuss various steps in conceiving research questions in a large-scale survey.

Q17. What is Pilot testing and how do conduct pilot testing for health surveys?

Q18. What is the IMRAD structure of writing a scientific research article?

Q19. What is qualitative Research? and discuss various methods of qualitative research.