

Total page: 1

**PG CBCS**  
**M.SC. Semester-III Examination, 2021**  
**MASTER IN HOSPITAL ADMINISTRATION**  
**PAPER: MHA 305**  
**(RESEARCH METHODOLOGY)**

**Full Marks: 40****Time: 2 Hours****Answer any FOUR questions:****4X10=20**

1. What is research? Briefly discuss the various research designs with examples. 3+7
2. What is qualitative research? State any two qualitative research methods with examples. 2+8
3. What is a sampling error? What are the most common sampling errors in market research? What are the steps to reduce sampling errors? 2+5+3
4. Explain probability sampling technique. State any two probability sampling techniques with examples. 3+7
5. Differentiate the following (Any two) 5+5
  - a. Exploratory Research Vs Descriptive Research
  - b. Probability Sampling Vs Non-probability Sampling
  - c. Research Vs Research Methodology
6. What is secondary data? State the sources of secondary data. State the advantages and disadvantages of using secondary data in research. 2+2+6
7. What do you mean by measurement and scaling? State the various primary scales of measurement. 4+6
8. What is questionnaire? State the objectives of questionnaire. How to design a good questionnaire? 2+4+4
9. What is hypothesis? State the characteristics of hypothesis. Differentiate between Null and Alternative Hypothesis. 2+4+4
10. What is focus group? State the characteristics of focus group. 4+6

\*\*\*\*\*