

[LF 1014]

OCTOBER 2014

Sub.Code :2022

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMS
SECOND YEAR
(2011-2012 Batch onwards)**

PAPER II – RESEARCH METHODOLOGY

Q.P. Code: 432022

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Enumerate report preparation and presentation process for a descriptive type of research with detailed checklist.
2. Critically examine the ethical issues in Health Management Research (HMR).

II. Write notes on:

(10 x 6 = 60)

1. Explain the meaning and significance of research design.
2. What are the characteristics of good sample design?
3. Examine the sources of error in measurement.
4. How will you collect data through questionnaire? What are the merits in this system?
5. Write the characteristics of case study research.
6. Experimental method of research is not suitable in management field – Discuss.
7. Explain judgemental method of forecasting.
8. Trace out the steps involved in two-way classification of ANOVA.
9. What are the guidelines for effective interpretation of data?
10. Explain briefly:
 - a) Ordinal Scaling
 - b) 'F' Test
 - c) Visionary Forecasts
