

Total No. of Questions : 5]

SEAT No. :

PC-2956

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[6380]-28

F.Y. M.B.A.

**210-GE-UL-10: Qualitative Research Methods  
(2019 Pattern) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory;*
- 2) *Each question has an internal options*
- 3) *Mention question number correctly for answer.*

**Q1) Solve any 5 out of 8:**

**[10]**

- 1) What is quantitative research.
- 2) What is qualitative research.
- 3) Define triangulation.
- 4) What is research design.
- 5) What is sampling.
- 6) \_\_\_\_\_ is a general methodology for developing theory that is based on data systematically gathered and analyzed.
- 7) A common test in research demands much priority on
  - a) Reliability
  - b) Useability
  - c) Objectivity
  - d) All of the above
- 8) Questionnaire is a:
  - a) Research method
  - b) Measurement technique
  - c) Tool for data collection
  - d) Data analysis technique

**P.T.O.**

**Q2) Solve any 2 out of 3:**

**[10]**

- a) Write characteristics of qualitative research.
- b) Define validity and reliability.
- c) Write on note on ethnography.

**Q3) a) Explain Longitudinal qualitative studies.**

**[10]**

**OR**

**b) Explain grounded theory method.**

**[10]**

**Q4) a) Compare and contrast qualitative and quantitative research with example.**

**[10]**

**OR**

**b) Discuss the Zaltman's metaphor elicitation techniques.**

**[10]**

**Q5) a) Design a qualitative research approach on the following: A survey on consumer perception of E vehicles specially two wheeler segment.**

**[10]**

**OR**

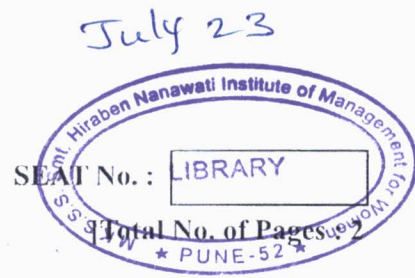
**b) Describe the relationship between validity and reliability in research.**

**[10]**



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P-3751



[6025]-28

M.B.A.

**GE - UL - 210 : QUALITATIVE RESEARCH METHODS**  
**(2019 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carry equal marks & have internal choice.

**Q1) Definitions- (Answer any five)**

**[5×2=10]**

- a) Triangulation.
- b) Purposive sampling.
- c) Analytic induction.
- d) Ethnography.
- e) Qualitative Research.
- f) Focused interview.
- g) Retrospective studies.
- h) Longitudinal qualitative studies.

**Q2) Attempt any two.**

**[2×5=10]**

- a) Describe case study method of qualitative research design in brief.
- b) Explain the principle of saturation in qualitative research.
- c) Differentiate between Participant and Non-Participant observation.

**Q3) a) Elaborate the five principles of ethics in qualitative Research.**

**[10]**

OR

- b) What is the constant comparative method. Elaborate all the four stages of it.

**[10]**

**P.T.O.**

- Q4) a)** Enlist various criteria to EVALUATE the quality of qualitative Research. [10]  
Explain any two in brief.

OR

- b) Explain the various types of interview methods used in qualitative research and also the situation in which each of them is best suited. [10]

- Q5) a)** Discuss the Zaltman's metaphor Elicitation techniques. How it is used to understand brand image of a company. [10]

OR

- b) Describe combining qualitative and quantitative data with suitable example. [10]

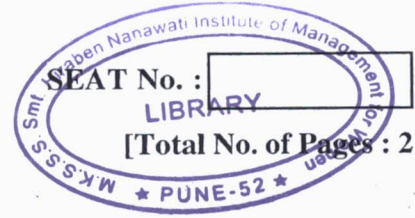




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PA-4172



[5946]-208

M.B.A.

## 210: QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Write a short note (any 5) :

[10]

- a) What is qualitative research?
- b) What is the need of qualitative research?
- c) Define retrospective studies.
- d) What is reliability in research?
- e) What is validity in research?
- f) What is triangulation method in research?
- g) What are ethics in quantitative research?
- h) Define case study as a method in qualitative research.

Q2) Answer any two of the following :

[5 marks each]

- a) Qualitative research seems to be more expensive to do than other type of research - is that so? Explain.
- b) What are the limitations of qualitative research?
- c) Identify and discuss the right sample size in qualitative research.

P.T.O.

**Q3) a) How do you recruit participants for a qualitative study? Analyse. [10]**

**OR**

**b) Discover useful and practical approaches to ensure gathering of good data. [10]**

**Q4) a) Explain the pros and cons of conducting individual Vs. group interviews. [10]**

**OR**

**b) Compare qualitative reserach with quantitative research. [10]**

**Q5) a) Design a Focus Group study taking an example from real life. [10]**

**OR**

**b) Discuss challenges in qualitative research approach. [10]**

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[5860]-208

M.B.A.

**210-GE UL 10: QUALITATIVE RESEARCH METHODS**  
**(2019 Pattern) (Semester-II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) Figures to the right indicate full marks.

**Q1) Define the following (any 5) :**

**[2 each]**

- a) Qualitative Data
- b) Longitudinal qualitative studies
- c) Principles of saturation
- d) Focus Groups
- e) Participant Observation
- f) Zaltman's Metaphor Elicitation Techniques
- g) Thematic apperception test
- h) Phenomenology

**Q2) Answer any two of the following**

**[5 each]**

- a) Explain the interrelationship of Qualitative and Quantitative Research.
- b) Describe the qualitative research sampling with suitable example.
- c) Elucidate the different projective techniques

**Q3) a) A company wanting to launch ready to eat chicken appointed Anthropologist to research how housewives buy, cook and consume chicken. You are chosen for this task, use Ethnographic Research process to support your answer.**

**[10]**

OR

P.T.O.



- b) Evaluate the important types of observer roles and steps in participant observation. [10]

**Q4) a)** Critically evaluate the process of data collection through interview technique. [10]

OR

- b) According to Thomas Kuhn, qualitative methods are not well-suited for testing hypotheses. Evaluate the statement with suitable example. [10]

**Q5) a)** Design a qualitative research approach on the following :

- i) A survey on consumer perception of E-vehicles specially two wheeler segment. [5]
- ii) A survey on consumer attitude, preference towards online banking. [5]

OR

- b) A leading software company namely "ABC" "Software Services" has approached to you. The task before you is to assess the need for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand. Being a consultant to the company, you would like to prepare a suitable research design to identify the industrial segment and the type of software products that the company can consider manufacturing. The said proposal should include relevant facts, figures, timeline and limitations. [10]

