

Total No. of Questions : 5]

SEAT No. :

PC-3034

[Total No. of Pages : 2

[6380] - 2018

M.B.A.

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

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instruction to the candidates:*

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

**Q1) Answer any 5 out of 8 (2 marks each) :**

**[10]**

- a) Define Sampling
- b) Define Combining Qualitative and Quantitative Data
- c) What is Case Constitution in the Sample
- d) Enlist the qualitative research methods
- e) Explain Zaltman's Metaphor Elicitation Techniques
- f) Enlist the Quality Criterias in Qualitative Research
- g) Enlist the characteristics of qualitative research
- h) Define Purposive sampling

**P.T.O.**

**Q2)** Answer any two out of three : (5 marks each)

**[10]**

- a) What is the purpose of using qualitative research methods?
- b) Ethnography v/s Grounded Theory Methodology.
- c) Elaborate the process of focus group discussion in details

**Q3)** Answer 3 a or 3 b :

**[10]**

- a) You are conducting a case study of a successful small business. Describe how you would use observations and interviews to explore the factors that contribute to their success.
- b) You are conducting a focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyze the data and what types of themes you might expect to find.

**Q4)** Answer 4 a or 4 b :

**[10]**

- a) How do qualitative research methods such as interviews, focus groups, and observation help businesses to better understand their customers needs and preferences?
- b) How can qualitative research methods be used to explore the impact of new technologies and social media on society and culture?

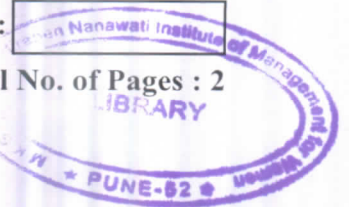
**Q5)** Answer 5 a or 5 b :

**[10]**

- a) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations, such as children or individuals with mental health conditions?
- b) Imagine that you are conducting a qualitative study on the experiences of individuals with disabilities in the workplace. What innovative methods could you use to ensure that the participants are able to fully express their experiences and perspectives?



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SEAT No. : 

PB-4502

[Total No. of Pages : 2

[6201]-218

M.B.A.

210-GE-UL-10 : QUALITATIVE RESEARCH METHODS

(Revised 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) :

[5 × 2 = 10]

- a) Qualitative Research
- b) Triangulation
- c) Categorical variable
- d) Phenomenology
- e) Saturation
- f) Quality criteria
- g) Focused group
- h) Quality Management.

Q2) Answer any two of the following :

[2 × 5 = 10]

- a) Explain the relationship between Qualitative research and nature of variables required in Qualitative Data Collection.
- b) Explain various types of interviews with example.
- c) Describe Zaltman's Metaphor Elicitation Techniques.

Q3) a) Explain the role of moderator in focused Group discussions in detail, what are the pre-requisites of focused group discussion venue. [10]

OR

P.T.O

- b) A company named tasty mango is looking to launch mango-Pulp brand and they have appointed you as research agent to know about behaviour of consumers towards mango pulp purchase, used ethnographic research to understand the consumer behaviour towards mango pulp product.

**Q4) a)** Critically evaluate the process of sampling for data collection in Qualitative research. **[10]**

OR

- b) Explain in details about pro's and con's of adopting Qualitative Research with suitable example.

**Q5) a)** Brief in details about Quality criteria in Qualitative research. **[10]**

OR

- b) What is Quality Assessment, what are the methods of Quality assessment in Qualitative research.

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SEAT No. :

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P-7895

[6118]-2018

F.Y. M.B.A.

**GE-UL-10 : QUALITATIVE RESEARCH METHODS**

**(2019 Pattern Revised) (Semester - II) (210)**

*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 marks each]**

- a) Focus Group
- b) Sampling
- c) Saturation
- d) Purposive Sampling
- e) Phenomenology
- f) Qualitative Research
- g) Quality Management
- h) Triangulation

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

**[5 Marks each]**

- a) Explain various types of interviews with example.
- b) What is the purpose of using qualitative research methods?
- c) Describe Lactman's Metaphor Elicitation techniques.

**Q3) Answer any one out of 2 :**

**[10]**

- a) Explain the role of moderator in focused group discussion in detail, what are the prerequisites of focus group discussion venue.

OR

**P.T.O.**



- b) You are conducting a focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyse the data & what types of themes you might expect to find.

**Q4) Answer any one out of 2 : [10]**

- a) Critically evaluate the process of sampling for data collection in qualitative research.

OR

- b) How can qualitative research methods be used to explore the impact of new technologies & social media on society & culture?

**Q5) Answer any one out of 2 : [10]**

- a) Brief in detail about quality criteria in Qualitative research.

OR

- b) What is quality assessment, what are the methods of quality assessment in qualitative research?

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Total No. of Questions : 5]

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[6025]-218

F.Y.M.B.A.

**210 - GE UL - 10 : QUALITATIVE RESEARCH METHODS**  
**(2019 Revised 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) Figure to the right indicate full marks.

**Q1)** Define the following (any 5) (2 marks each)

- a) Sampling.
- b) Combining Qualitative & Quantitative Data.
- c) Case constitution in the sample.
- d) Enlist the qualitative research methods.
- e) Zaltman's Metaphor Elicitation Techniques.
- f) Enlist the characteristics of qualitative research.
- g) Define Purposive sampling.

**Q2)** Answer any two out of 3 (5 marks each)

- a) What is the purpose of using qualitative research methods?
- b) Ethnography Vs Grounded Theory Methodology.
- c) Participant observations Vs Non - participant observations.

P.T.O.



**Q3) Answer 3 (a) OR 3 (b)**

**[10]**

- a) You are conducting a case study of a successful small business. Describe how you would use observations & interviews to explore the factors that contribute to their success.
- b) You are conducting a Focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyse the data & what types of themes you might expect to find.

**Q4) Answer 4 (a) OR 4 (b)**

**[10]**

- a) 'How do you qualitative research methods such as interviews, Focus group & observation help business to better understand their customer's needs & preferences?
- b) How can qualitative research methods be used to explore the impact of new technologies & social media on society & culture?

**Q5) Answer 5 (a) OR 5 (b)**

**[10]**

- a) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations, such as children or individuals with mental health conditions?
- b) Imagine that you are conducting a qualitative study on the experiences of individuals with disabilities in the workplace. What innovative methods could you use to ensure that the participants are able to fully express their experiences & perspectives?

