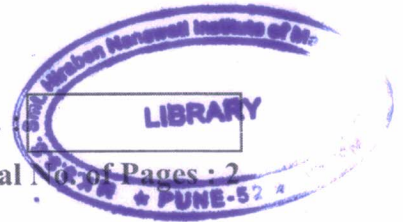


Total No. of Questions : 5]

PD2702

SEAT No.

[Total No. of Pages : 2



[6430]-38

F.Y.M.B.A.

GE-UL-10-210 : QUALITATIVE RESEARCH METHODS

(Revised 2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all the questions.*
- 2) *Figures to the right indicate full marks.*

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

[10]

- a) Define Qualitative Research.
- b) What is Theoretical Sampling?
- c) What is Case Triangulation in Qualitative Research?
- d) Enlist the Quality Criteria in Selecting a sample for Qualitative Research.
- e) Define Purposive Sampling.
- f) Enlist the Interviews Used in Qualitative Research.
- g) Explain Zaltman's Metaphor Elicitation Techniques.
- h) Enlist the Characteristics of Qualitative Research.

Q2) Answer any 2 out of 3 (5 marks each)

[10]

- a) Ethnography v/s Grounded Theory Methodology?
- b) Explain various techniques of qualitative research with suitable example.
- 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 on the employee behavior towards code of conduct at SRITI TECHNOLOGIES. You are expected to develop the questionnaires for various types of interviews for conducting qualitative research.
- b) What are the various data analysis methods that you can use to analyse the data collected through interview method?

P.T.O.

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

[10]

- a) How can qualitative research methods be used to explore the impact of new technologies and social media on society and culture in opinion of youngsters in Pune city?
- b) How can qualitative research methods be used to explore consumer behavior and preferences in the retail industry? Elaborate it with suitable example?

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

[10]

- a) Imagine you are conducting a qualitative study on the experiences of healthcare workers at SPRI hospital during a COVID pandemic. Create the suitable questionnaire for structured interview of this focused group. What data collection methods would you use, and how would you address potential ethical issues?
- b) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations. Such as children or individuals with mental health conditions?

