

Total No. of Questions : 5]

SEAT No. :

PA-4172

[Total No. of Pages : 2

[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 research 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]

