[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) Ethography Vs Grounded Theory Methodology.

c) Participant observations Vs Non - participant observations.

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?

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