

TM243100Y

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, FEBRUARY 2024
2022 ADMISSIONS SUPPLEMENTARY (SAY)
SEMESTER III - CORE COURSE Sociology
SO3C14TM20 - Qualitative Research Methods

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is 'etic' perspective?
2. Define quantitative research.
3. What do you mean by 'anonymity' in research ethics?
4. What is meant by deduction in research?
5. What is content analysis?
6. Define Genealogical method in qualitative research.
7. Define validity.
8. What is PLA?
9. What is mobile ethnography?
10. Define crowdsourcing?



Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. What are the main features of qualitative research? Explain with suitable examples.
12. Distinguish between field research and historical research?
13. What is the role of a theoretical/ conceptual framework in qualitative research?
14. Describe the characteristics of a good sample.
15. What is meant by thematic and narrative analysis?
16. Discuss the significance of memos in qualitative research.
17. What are the applications of qualitative market research?
18. 'Hashtag will do the talking'- Explain the statement in the context of business research.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Suppose a person wants to understand which attributes of entrepreneurs (eg. personality, upbringing) lead to long term success. Should he/she collect etic or emic data? Justify your answer.
20. Explain probability sampling and non probability sampling with suitable examples
21. Explain the various softwares used in qualitative data analysis.
22. Explain the major trends in marketing and business research.