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MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
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 do you mean by research ethics?

2. What is meant by 'thick description' in qualitative research?

3. What is 'etic' perspective?

4. Define concept.

5. What is non-probability sampling?

6. What is CAQDAS?

7. Define coding.

8. What is meant by oral history?

9. What is big data analytics?

10. What is 'engaging dialogue' strategy in social media?

Part B

II. Answer any Six questions. Each question carries 2 weight   **(6x2=12)**

11. Bring out the differences in sampling strategies in quantitative research and qualitative research.

12. Describe the setting and population appropriateness in qualitative research.

13. What is an exploratory research design? Explain with a suitable example.

14. How does purposive sampling differ from simple random sampling and why does qualitative researchers prefer to use the former?

15. What is meant by thematic and narrative analysis?

16. What are the various types of coding in qualitative data analysis?

17. 'Future of qualitative research is digital'- do you agree? Substantiate your answer.

18. Explain some of the important online marketing research software.

Part C

III. Answer any Two questions. Each question carries 5 weight   **(2x5=10)**

19. Examine the major ethical issues and problem of objectivity in qualitative research.

20. Sam wants to do a research on social media addiction among youth. What sampling method should he use in his study? Explain the advantages and disadvantages of that sampling method.

21. A researcher wants to study about the experiences of a nuclear holocaust survivor. Which research design is best suited for the study? Prepare a synopsis of the research proposal that can be used for the study.

22. Explain the major trends in marketing and business research.