

## MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024

## 2023 ADMISSIONS REGULAR

## 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 meant by 'immersion in the setting' in qualitative research?
2. What do you mean by 'anonymity' in research ethics?
3. Define epistemology.
4. What do you mean by sampling error?
5. What are variables?
6. What is Qualog?
7. Define coding.
8. What is discourse method?
9. What is meant by 'laddering' in market research?
10. Define omnibus survey.

## Part B

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

(6x2=12)

11. Distinguish between field research and historical research?
12. What are the main features of qualitative research? Explain with suitable examples.
13. Describe the characteristics of a good sample.
14. What are the merits and demerits of probability sampling methods?
15. Compare and contrast narrative inquiry and autoethnography.
16. Differentiate between participant and non participant observation.
17. Describe photovoice and video data in participant observation.
18. What are the applications of qualitative market 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. Distinguish between the paradigmatic considerations in quantitative research and qualitative research.
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. Examine in detail the rationale for combining quantitative and qualitative research methods in a study.