31/10/25

TM2534476 Reg. No :.....

Name :.....

MASTER'S DEGREE (C.S.S) EXAMINATION OCTOBER 2025

2024 ADMISSIONS REGULAR

SEMESTER III - CORE COURSE

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 epistemology.
3. What is meant by researcher's bias?
4. What is non-probability sampling?
5. What is meant by theoretical sampling?
6. Define observation method.
7. What is CAQDAS?
8. What is a Memo in qualitative research?
9. What is marketing research?
10. Define omnibus survey

Part B

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

11. What is the difference between positivism and interpretivism?
12. Bring out the differences in sampling strategies in quantitative research and qualitative research.
13. What is the role of a theoretical/ conceptual framework in qualitative research?
14. What is triangulation?
15. How does qualitative interviewing differ from structured interviews?
16. What is meant by thematic and narrative analysis?
17. 'Future of qualitative research is digital'- do you agree? Substantiate your answer.
18. What is AI assisted 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. Examine in detail the major tools used in PRA and PLA.
22. Explain the major trends in marketing and business research.