

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BBA/IMBA  
BRANCH: BBA/IMBA

SEMESTER: II  
SESSION: SP/2025

SUBJECT: MN113 QUALITATIVE DATA ANALYSIS

TIME: 02 Hours

FULL MARKS: 25

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates

		CO	BL
Q.1(a)	What can constitute data in qualitative research?	[2]	1 2
Q.1(b)	What are the purposes and advantages of qualitative data?	[3]	2 2
Q.2(a)	Why limitations are necessary for qualitative research? Explain.	[2]	2 2
Q.2(b)	What applications of qualitative data are fruitful in basic research?	[3]	3 3
Q.3(a)	What is of more value to the corporate world—fundamental or applied? Justify your reasoning.	[2]	3 3
Q.3(b)	Does exploratory research always lead to conclusive research? Give adequate examples to explain your perspective.	[3]	4 3
Q.4(a)	Write a comparison of basic research design like exploratory, descriptive and experimental.	[2]	3 2
Q.4(b)	A lot of business magazines conduct surveys, for examples the best management schools in the country; top ten banks in the country; the best schools to study in, etc. What do you think of these studies, would you call them research? Why /why not?	[3]	4 4
Q.5(a)	What are focus group discussions (FGD)? Under what circumstances should they be used?	[2]	3 3
Q.5(b)	“Interviewer’s role is too critical to success of the depth interview”. Explain and also describe the various techniques used in DI’s.	[3]	3 3

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