

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA/IMBA
BRANCH: MANAGEMENT**

**SEMESTER: II
SESSION: SP/2025**

SUBJECT: MN113 QUALITATIVE DATA ANALYSIS

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. One graph paper to be supplied to the candidates in the examination hall if necessary.

			CO	BL
Q.1(a)	What are the characteristics of qualitative research and which areas are best for researching?	[5]	2	2,3
Q.1(b)	What can constitute data in qualitative research and also explain which analytical approach for which data type?	[5]	3	3,4
Q.2(a)	How do you compare on the basis of your understanding, research approaches vary for qualitative, quantitative and mixed research studies?	[5]	4	3,4
Q.2(b)	Explain a detailed and in-depth introduction to the general approaches to design research.	[5]	4	3,4
Q.3(a)	There are two dominant approaches for identifying and analyzing discourses. You are required to discuss briefly both of them.	[5]	3	4
Q.3(b)	When should stimulated recall be employed? Compare focus groups, depth interviews and stimulated recalls on the basis of minimum five criteria.	[5]	4	4
Q.4(a)	Explain theory and theorizing using four options of theorizing and three levels of theory.	[5]	4	3,4
Q.4(b)	What do you mean by integrating the five stages of design thinking and also reference benefits of applying design thinking?	[5]	4	3,4
Q.5(a)	Describe a commonly used format for writing qualitative research articles.	[5]	5	5
Q.5(b)	Construct histogram from the following qualitative data records:	[5]	5	5

Monthly income in ₹	500 - 1000	1000 - 5000	5000 - 10,000	10,000 - 12,000	-
No. of families	100	200	80	20	

:::28/04/2025:::E