

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - I

**24PCOET1B01 - Quantitative Analysis and Qualitative Insights**

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

**Section B**

Answer any **TEN** questions ( $10 \times 2 = 20$  Marks)

1. What are the two main modes of data collection in qualitative research methods?
2. What are the main types of ontology in qualitative research?
3. Describe positivism in epistemology.
4. Explain different types of triangulation.
5. Explain difference between an observation and a hypothesis in science.
6. Give any three examples where the scientific method was used to solve a problem or make a discovery.
7. Explain the difference between analytic statements and synthetic statements.
8. What are the two main points on which ontological views differ from each other?
9. What are the three reasons why scientists may engage in fraudulent behavior?
10. What are the characteristics of discrete variables and continuous variables?
11. What is the difference between a confidence interval and a margin of error in probability sampling?
12. Explain the difference between induction, deduction, and abduction in research methodology.

**Section C**

Answer any **FOUR** questions ( $4 \times 5 = 20$  Marks)

13. What are the key steps of the scientific method?
14. Can you explain the difference between conversations, unstructured interviews, structured interviews, and semi-structured interviews.
15. How can researchers ensure the reliability and validity of qualitative data collected through observation?

**Contd...**

16. Can you explain the concept of manipulation in a true experiment.
17. What is Stratified Random Sampling and Multi stage cluster sampling?
18. What are some common response options used in Likert scale questionnaires?

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