

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092031

Date: 17-12-2025

Subject Name: Qualitative Research Methods

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Ontology	
(b) Ethnography	
(c) Netnography	
(d) Selective Coding	
(e) Validity	
(f) Reliability	
(g) Informed Consent	
Q.2 (a) Discuss how ontology and epistemology shape the researcher's understanding of reality and knowledge in qualitative inquiry. Illustrate your answer with suitable examples.	07
(b) A researcher intends to explore citizens' experiences with digital public service delivery in rural areas. Based on qualitative research principles: Identify the most appropriate qualitative research paradigm for this study. Justify your choice with reference to philosophical assumptions	07
OR	
(b) You are provided with interview narratives collected from beneficiaries of a government welfare scheme describing their lived experiences. Explain how a researcher would: Apply inductive reasoning to analyze the data. Develop concepts using the Grounded Theory approach.	07
Q.3 (a) Critically examine the role of theory in qualitative research. How does the use of theory differ in interpretivist and constructivist paradigms?	07
(b) Assume you are planning a qualitative study on online consumer discussions related to financial fraud awareness. Which sampling strategy and qualitative method would be most appropriate Justify your choices with clear reasoning.	07

OR

- (a) Explain the characteristics of research questions in qualitative studies. How do qualitative research questions differ from quantitative research questions in terms of purpose, structure, and expected outcomes? 07
- (b) You are provided with interview transcripts collected from citizens about their experiences with digital governance services. Explain, in a step-by-step manner: How open, axial, and selective coding would be applied under Grounded Theory analysis and How themes would emerge from coded data. Use any qualitative software for the same (e.g., NVivo or Atlas.ti) 07
- Q.4** (a) Discuss the major qualitative data collection methods. Highlight the strengths and limitations of each method in understanding social phenomena. 07
- (b) Explain the process of coding and thematic analysis in qualitative research. How does thematic analysis differ from content analysis and narrative analysis in terms of analytical focus, purpose, and outcomes? 07
- OR**
- (a) Explain the criteria of credibility, transferability, dependability, and confirmability, and analyze how ethical considerations such as informed consent, confidentiality, and reflexivity strengthen qualitative rigor. 07
- (b) A researcher is preparing a qualitative research report based on multiple case studies. Explain how the researcher would: 07
- Ensure trustworthiness of findings
 - Address ethical issues during data presentation
 - Craft a coherent research narrative for academic and policy audiences

Q.5

Over the past decade, the Government of India has increasingly relied on digital platforms to deliver welfare schemes such as pensions, scholarships, health insurance, and food subsidies. These platforms are intended to enhance transparency, efficiency, and inclusiveness. However, field reports suggest that citizen experiences with digital welfare systems vary widely across regions, socio-economic groups, and digital literacy levels. A multidisciplinary research team proposes a qualitative study to understand how beneficiaries perceive, interpret, and navigate digital welfare platforms in both urban and rural settings. Rather than measuring usage frequency or success rates, the researchers aim to capture lived experiences, meanings, challenges, coping strategies, and trust in digital governance. The study adopts an interpretivist stance, assuming that reality is socially constructed and that beneficiaries' experiences cannot be reduced to numerical indicators. The researchers believe that meanings attached to digital access, identity verification, and service delivery differ across contexts and must be understood from participants' perspectives.

To capture these variations, the team plans to select participants using purposive sampling, ensuring representation of elderly beneficiaries, women, digitally skilled youth, and first-time users. As interviews progress, additional participants are identified through snowball sampling, particularly among marginalized groups who are difficult to access through official records. During analysis, theoretical sampling is used to refine emerging concepts related to trust, exclusion, and digital dependency. Data collection involves in-depth interviews with beneficiaries, non-participant observations at digital service centers, and a case study approach focusing on two districts. Additionally, the researchers examine online discussions on social media platforms and community forums where citizens share grievances and advice, applying netnography to understand digital narratives beyond face-to-face interactions. Interview guides are semi-structured, allowing flexibility while covering key themes such as access, ease of use, support systems, and perceived fairness. The researchers anticipate challenges related to gaining access, building rapport, language barriers, and participants' fear of expressing criticism. Ethical safeguards such as informed consent, confidentiality, and reflexive journaling are emphasized. Data analysis follows an inductive approach, beginning with open coding and progressing toward broader themes using thematic and grounded theory analysis. Qualitative data analysis software is used to organize transcripts, visualize coding relationships, and support transparency. The final report aims to present a coherent research narrative that integrates participant voices, visual thematic maps, and policy-relevant insights while ensuring credibility, transferability, dependability, and confirmability.

- (a) Identify the philosophical assumptions underlying this study. Explain how these assumptions influence the choice of research design, data collection methods, and interpretation of findings. **07**
- (b) Examine the logic of combining multiple qualitative methods (interviews, observations, case study, and netnography) in this research. What types of insights does such methodological triangulation generate? **07**

OR

- (a) Explain how inductive reasoning operates throughout this study—from participant selection to data analysis—and how it contributes to theory development rather than theory testing. **07**
- (b) Critically analyze how the researchers can ensure ethical rigor and trustworthiness while writing and presenting the final qualitative research narrative for policymakers. **07**
