Qualitative research, on the other hand, is concerned with qualitative phenomenon that is relating to quality or kind. Qualitative research is especially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour.



3.8 MODEL QUESTIONS

A) Short Questions (Answer each question in about 150 words)

Q1: What are the advantages of qualitative research?

Q2: Discuss in brief the importance of hypothesis in quantitative and qualitative research.

B) Long Questions (Answer each question in about 300-500 words)

Q1: Discuss the various methods of data collection used in qualitative and quantitative research.

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