QUALITATIVE AND QUANTITATIVE RESEARCH METHODOLOGY

SEMESTER I

Course Code: DPPG 3

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Course Outcomes (COs):

CO1: Differentiate between qualitative and quantitative research methodologies.

Focus: Nature, purpose, approach (exploratory vs. explanatory), data types, tools, strengths, and limitations.

CO2: Discuss the main data collection techniques used in qualitative and quantitative research.

Focus: Interviews, focus groups, case studies, observation (qualitative); surveys, experiments, structured questionnaires, statistical data (quantitative)

CO3: Explain sampling techniques in qualitative and quantitative research.

Focus areas: Probability sampling (random, stratified, cluster) vs. non-probability sampling (purposive, snowball, convenience); strengths and limitations in both approaches.

CO4: How is validity and reliability ensured in qualitative and quantitative research?

Focus: Internal/external validity, reliability, triangulation, credibility, dependability, transferability, objectivity.

CO5: Evaluate the strengths and weaknesses of qualitative and quantitative methodologies in social science research.

Focus: Depth vs. generalizability, flexibility vs. standardization, subjective vs. objective orientation, when to use mixed-methods.

INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:

1) The syllabus prescribed should be strictly adhered to.
2) The Question Paper will have 70 Multiple Choice questions (MCQs) and four choices of

answers will be there covering the entire syllabus. Each question will carry 1 mark. All questions will be compulsory; hence candidates will attempt all the questions.

3) Paper-setters/Examiners are requested to distribute the questions from section A and Section B of the syllabus equally i.e., 35 questions from section A and 35 questions from Section B.
4) The examiner shall give clear instructions to the candidates to attempt questions.
5) The duration of each paper will be two hours.

INSTRUCTIONS FOR THE STUDENTS

The question paper shall consist of 70 Multiple Choice questions. All questions will be compulsory and each question will carry 1 mark. There will be no negative marking. Students are required to answer using OMR (Optimal Mark Recognition) sheets.

Section-A

Unit 1: Qualitative vs. Quantitative Research Methodologies: Nature and purpose, Exploratory vs. explanatory approaches, Data types and tools used, Strengths and limitations

Unit 2: Data Collection Techniques Qualitative: interviews, focus groups, case studies, observation,

Unit 3: Data Collection Techniques Quantitative: surveys, experiments,

Unit 4: Questionnaires: Kinds of questionnaires, Analysis of data

Section-B

Unit 5: Sampling Techniques in Research: Probability sampling: random, stratified, cluster, Non-probability sampling: purposive, snowball, convenience, Strengths and limitations of both approaches

Unit 6: Validity and Reliability in Research: Internal and external validity, Reliability measures, Triangulation in qualitative research, Credibility, dependability, transferability, objectivity

Unit 7: Strengths and Weaknesses of Research Methodologies: Depth vs. generalizability, Flexibility vs. standardization, Subjective vs. objective orientation,

Unit 8: Role of mixed-methods in social science research

Suggested Readings:

- C.R. Kothari, *Research Methodology: Methods and Techniques* (New Age International, 2004, 2nd ed.)
- John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Sage, 2018, 5th ed.)
- Ranjit Kumar, *Research Methodology: A Step-by-Step Guide for Beginners* (Sage, 2019, 5th ed.)
- John W. Creswell & J. David Creswell, *Research Design* (Sage, 2018, 5th ed.)
- T.S. Wilkinson & P.L. Bhandarkar, *Methodology and Techniques of Social Research* (Himalaya Publishing House, 2010)
- Abbas Tashakkori & Charles Teddlie, *Mixed Methodology: Combining Qualitative and Quantitative Approaches* (Sage, 1998)