IQRA NATIONAL UNIVERSITY PESHAWAR

Department of Business Administration

Final Exam Spring 2020

Subject: Qualitative Applied Techniques

Total Marks: 50 Time allowed: 6 hours

Note: Attempt all questions

1. What are the fundamental research ethics principles?
2. Why is research ethics important in qualitative research?
3. What can we learn from qualitative research?
4. What are the basic differences between quantitative and qualitative research methods?