

SECTION - 2

I: Qualitative Research	Quantitative Research
<ul style="list-style-type: none"> • Hypothesis generating. 	<ul style="list-style-type: none"> • Hypothesis testing.
<ul style="list-style-type: none"> • Exploratory / Contextual. 	<ul style="list-style-type: none"> • Predictive / Contextually Valid.
<ul style="list-style-type: none"> • Holistic. 	<ul style="list-style-type: none"> • Specific.
<ul style="list-style-type: none"> • Subjective. 	<ul style="list-style-type: none"> • Objective.
<ul style="list-style-type: none"> • Non-probabilistic Samples. 	<ul style="list-style-type: none"> • Probabilistic Samples.
<ul style="list-style-type: none"> • Nonquantifiable. 	<ul style="list-style-type: none"> • Quantifiable.
<ul style="list-style-type: none"> • Case-specific. 	<ul style="list-style-type: none"> • Non-specific.
<ul style="list-style-type: none"> • Has research biasness. 	<ul style="list-style-type: none"> • No research biasness.
<ul style="list-style-type: none"> • Limited Cases Sampling. 	<ul style="list-style-type: none"> • Large Sampling.