

## **Section – 2**

### **Ans. 1**

Qualitative research is on the top and it identifies the problem and clarifies the objective that will be further investigated by quantitative research which is sitting behind.

Quantitative Research investigates a large number of people by submitting questionnaires based on multiple, numeric answers (0 to 10) and open end (open answers, just a few in a quantitative questionnaire).

Quantitative measures behavior, opinions and attitudes of a large sample of respondents.

Quantitative research can expand its scope if the brand is a multinational, by implementing Multi count investigation.

Qualitative research identifies abstract concepts while quantitative research collects numerical data.