

QSO 500 Module Four Journal Guidelines and Rubric

Your research report will be based on quantitative data, but it is important to consider any qualitative aspects of the case that may have an effect on the outcome, as qualitative data often supports quantitative data and provides a more complete picture for the researcher. In this journal, you will have the opportunity to explore the role of the qualitative aspects in your research before analyzing the quantitative data you will use to address your business problem.

Based on the information provided in the final project case study [Maruti Suzuki India: Defending Market Leadership in the A-Segment](#), identify the data provided in the case study that is qualitative in nature and can be used to help answer your research question. Select one or two tables of qualitative data and describe how it will support answering the research question. Be specific; describe the data you plan to use (i.e., reference the table number and title) and how it may help you to develop a research design (Milestone Two).

This is a private conversation between you and the instructor. Use the journal as an opportunity to familiarize yourself with the final project requirements and case study.

Rubric

Guidelines for Submission: Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Qualitative Data	Identifies qualitative data that can be used to inform research question	Identifies data, but data is not qualitative or data cannot be used to inform research question	Does not identify qualitative data	50
Research Question	Describes how qualitative data will support answering the research question, specifically how it may be used to develop a research design	Describes how qualitative data will support answering the research question, but response does not include specific details about data or how it may be used to develop a research design	Does not describe how qualitative data will support answering the research question	50
			Total	100%