

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May 2025
BBA, Semester IV, 2023-26

Roll No.....

MA1121: Marketing Research

Time: 2 hours

Max. Marks: 30

Instructions to students:

Do not write anything other than your roll number on question paper.

Q: 1,2 & 4 are compulsory and Q:3, 5 (Answer any one question out of two)

Q. 1.1	Compare and contrast the exploratory, descriptive, and causal research designs.	3 LO1,3
Q. 1.2	Define cross-sectional design and longitudinal design. What are the relative advantages and disadvantages of longitudinal versus cross-sectional designs?	3 LO2,3
Q. 2.1	Briefly define and discuss sampling errors and non-sampling errors with suitable examples.	3 LO4,5
Q. 2.2	A company wants to gauge customer satisfaction with a new product launch. They decide to send a survey to every 10th person who makes a purchase online. What type of sampling method are they using? Discuss.	3 LO4,5
Q. 3.1	Compare and contrast the different types of non-comparative scaling techniques. OR	6 LO3,4
Q. 3.2	Discuss the primary scales of measurement. Develop an example of each and explain the kind of analysis suitable for each.	6 LO3,4
Q. 4.1	Describe the importance of having a well-defined sampling frame in conducting research. Provide an example of what could go wrong if the sampling frame is inadequate.	3 LO1,4
Q. 4.2	Compare and contrast probability sampling and non-probability sampling methods. In which scenarios would each method be most appropriately applied?	3 LO4,5

Q. 5.1	What steps would you take to ensure that a questionnaire effectively elicits genuine responses from diverse respondents? Discuss the role of language, question wording, and response options in this process.	6 <i>LO3,4</i>
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OR

Q. 5.2	Explain the concept of screening and classification questions within a questionnaire. How do they contribute to the overall research objectives, and what considerations should be taken into account while crafting them?	6 <i>LO1,4</i>
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All the best!