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JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, May 2026
BBA, Semester IV, 2024-27

Roll No.....

MA1121: Marketing Research

Time: 1.5 hours

Max. Marks: 30

Instructions to students:

- Do not write anything other than your roll number on question paper.
- All questions are compulsory.

Q. 1	Define cross-sectional design and longitudinal design. Develop an example of each using the same basic situation.	6 Marks LO1,3
Q. 2	Compare and contrast qualitative and quantitative research with suitable examples.	6 Marks LO1,4
Q. 3	You are deciding which approach would be best to use to determine what milk drinkers, consider the best food to accompany a glass of milk. Which research technique would you choose and why?	6 Marks LO5,6
Q. 4	Compare the rank order scaling technique to the paired comparison scaling technique.	6 Marks LO1,4
Q. 5	What techniques can the researcher use when trying to overcome a respondent's inability to answer?	6 Marks LO 2,5

All the best!