

Answer key

Catch No. NS-4004
M.B.A. Examination, May-2026
(MANAGEMENT)
MARKETING RESEARCH (Code : MBA-404)

Question Number	Set P	Set Q	Set R	Set S
1	B	C	B	A
2	C	B	D	B
3	C	B	A	C
4	B	C	A	B
5	C	B	C	D
6	A	B	B	B
7	B	B	B	A
8	D	D	D	A
9	A	A	A	A
10	D	B	A	B
11	B	C	C	A
12	D	B	B	B
13	A	D	C	C
14	A	B	C	B
15	C	A	D	A
16	B	A	B	A
17	B	A	A	D
18	D	B	A	B
19	A	A	B	A
20	A	B	C	B
21	C	C	C	C
22	B	B	A	C
23	C	A	A	C
24	C	A	A	C
25	D	B	A	B
26	B	D	B	B
27	C	D	C	C
28	B	D	A	B
29	B	A	B	B
30	D	A	A	B
31	B	A	C	D
32	B	C	A	A
33	C	D	C	A
34	D	B	B	B
35	D	C	B	D
36	B	C	C	A
37	A	B	B	A
38	B	C	B	C
39	C	A	B	B

40				
41	C	B	D	B
42	C	D	A	D
43	C	A	B	A
44	C	D	C	A
45	B	B	B	C
46	B	D	D	B
47	C	A	B	C
48	B	A	A	C
49	B	C	A	D
50	B	B	A	B
51	D	B	B	A
52	A	D	A	A
53	B	A	B	B
54	C	A	C	C
55	B	C	B	C
56	D	B	A	A
57	B	C	A	A
58	A	C	B	A
59	A	D	D	A
60	B	B	D	B
61	B	C	D	C
62	C	B	A	A
63	B	B	A	B
64	B	D	A	A
65	B	B	C	C
66	D	B	D	A
67	A	C	B	C
68	A	D	C	B
69	A	D	C	B
70	A	B	B	C
71	B	A	C	B
72	C	B	A	B
73	C	C	B	B
74	A	C	D	D
75	A	C	A	B
76	A	C	D	D
77	A	B	C	D
78	B	B	B	D
79	C	C	B	A
80	A	B	D	A
81	B	B	B	A
82	A	B	B	C
83	C	D	C	D
84	A	A	D	B
85	A	A	D	C
86	B	A	B	C
	A	A	A	B

87	B	B	B	C
88	C	C	C	A
89	B	C	C	B
90	A	A	C	D
91	A	A	C	A
92	B	A	B	D
93	D	A	B	C
94	D	B	C	B
95	D	C	B	B
96	A	A	B	D
97	A	B	B	B
98	A	A	D	B
99	C	C	A	C
100	D	A	A	D