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**PSG COLLEGE OF ARTS & SCIENCE**  
 (AUTONOMOUS)

**BCom DEGREE EXAMINATION MAY 201.7**  
 (Fourth Semester)

**Branch -COMMERCE (BUSINESS PROCESS SERVICES)**  
**RETAIL ENVIRONMENT & MARKET RESEARCH**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks!)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10x2 = 20)

- 1 Define Market Research.
- 2 Concept of CPG.
- 3 4 p's in Marketing.
- 4 Private Labels.
- 5 Benefits of Market segmentation.
- 6 Types of segmentation.
- 7 Primary Research.
- 8 Quantitative Research Methodology.
- 9 Consumer Research cycle.
- 10 Data validation.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5x5 = 25)

- 11 a What are the characteristics of Market?  
OR  
b What are the factors influencing consumer Behavior.
- 12 a Explain the stages of product Life cycle.  
OR  
b What are the types of brands? Give examples.
- 13 a Say about the major criteria for segmentation.  
OR  
b Give a brief description about Retail formats.
- 14 a Distinguish Between quantitative Research methodology and qualitative Research methodology.  
OR  
b Explain about Research types.
- 15 a What is Retail Research? What are its benefits?  
OR  
b Explain the characteristics and types of Retail Data.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3x10 = 30)

- 16 Enumerate the types of Market with examples.
- 17 Explain with the stages, about the New product Development.
- 18 Explain in detail the functions of a Retailer.
- 19 Elucidate the Market Research concepts.
- 20 Write in detail about Media Research and Media Data.