

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

**RETAIL ENVIRONMENT AND MARKET RESEARCH**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Market research is an organized effort to gather information about ----- or -----.  
(i) Market, Consumer (ii) Market, Marketing  
(iii) Marketing, Behavior (iv) Mind, Media
- 2 The first and foremost method of retail is-----.  
(i) Counter service (ii) Self- service  
(iii) Online shops (iv) Cost- plus pricing
- 3 Consumers conducting a generic search in an Internet search engine use which type of terms?  
(i) Retailer- related terms (ii) Brand – related terms  
(iii) price – related terms (iv) General product –related terms
- 4 Marketing mix is suggested by-----.  
(i) Philip Kotler (ii) Neil Borden  
(iii) Neil Armstrong (iv) Peter Drucker
- 5 Media research is related to  
(i) Primary –data collection (ii) Secondary-data collection  
(iii) Copy-testing technique (iv) Raw data and facts

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Describe the functions of marketing.  
OR  
b State the significance of market research.
- 7 a Mention the characteristics of retailing.  
OR  
b Outline about the Data Management.
- 8 a How to create a product code? Explain.  
OR  
b Explain about the quantitative research.
- 9 a Point out the P's of Marketing.  
OR  
b Why branding is important in retail? Explain.
- 10 a Explain the media data validation in retailing.  
OR  
b Show the advantages of consumer panels.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Distinguish between market and marketing research.  
OR  
b Point out the classification of goods.
- 12 a Classify the market segmentation.  
OR  
b Examine the offerings of KPOs.
- 13 a Infer the benefits of syndicated study.  
OR  
b How product research is applicable in new product development?
- 14 a Show the product life cycle with explanation.  
OR  
b Categorize the various pricing strategies.
- 15 a Elucidate the uses of media research.  
OR  
b Examine about retail store audit.

Z-Z-Z

END