

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Third 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. A \_\_\_\_\_ is a market structure where a single seller or producer assumes a dominant position in an industry or a sector.  
(i) Oligopoly (ii) Perfect Competition  
(iii) Monopolistic Competition (iv) Monopoly.
2. \_\_\_\_\_ function helps in price stabilization  
(i) Transportation (ii) Ware housing  
(iii) Risk bearing (iv) Financing
3. \_\_\_\_\_ segmentation is used to divide a market or customer group into segments based on their beliefs and values  
(i) Demographic Segmentation. (ii) Psychological Segmentation  
(iii) Benefit Segmentation. (iv) Geographic Segmentation
4. Press advertising is a \_\_\_\_\_  
(i) Outdoor advertising (ii) Indoor advertising  
(iii) Direct advertising (iv) Promotional advertising
5. \_\_\_\_\_ Research is the process of obtaining feedback from consumers on a company products or services.  
(i) Sample (ii) Convenient  
(iii) Consumer (iv) Media

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 (a) Discuss the functions of marketing.  
(OR)  
(b) Outline the CPG Industry is different.
- 7 (a) Explain the Characteristics of retailing.  
(OR)  
(b) Describe the benefits of market segmentation.
- 8 (a) Explain on Secondary research and its importance.  
(OR)  
(b) Bring out difference between Qualitative & Quantitative Research Methodology.
- 9 (a) Describe private labels with examples.  
(OR)  
(b) Explain the reasons for advertising by CPG Company.
- 10 (a) Narrate are the benefits of retail audit.  
(OR)  
(b) Sketch the importance of media data validation.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

11. Explain consumer behavior and its influencing factors in the market?
12. Summarize the types of market Segmentation?
13. Categorize the different types of research?
14. Classify Product Life Cycle with diagram?
15. Construct the Panel Research report?