

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(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 What is the primary purpose of Market Research?
 - (i) To sell products in the market
 - (ii) To understand consumer behavior and preferences
 - (iii) To promote a brand on social media
 - (iv) To reduce production costs
- 2 What is one of the key offerings of Knowledge Process Outsourcing (KPO)?
 - (i) Transportation services
 - (ii) Manufacturing
 - (iii) Market research
 - (iv) Retail store management
- 3 Which research methodology focuses on gathering numerical data for analysis and statistical interpretation?
 - (i) Observational Research Methodology
 - (ii) Qualitative Research Methodology
 - (iii) Experimental Research Methodology
 - (iv) Quantitative Research Methodology
- 4 Which element of the marketing mix focuses on designing, creating, and refining products to meet the needs and preferences of a target market?
 - (i) Product
 - (ii) Pricing
 - (iii) Place
 - (iv) Promotion
- 5 What is the primary purpose of conducting a Retail Audit?
 - (i) Evaluating the performance of retail employees
 - (ii) Assessing the effectiveness of marketing campaigns
 - (iii) Gathering information about retail sales and operations
 - (iv) Conducting customer satisfaction surveys

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Bring out the need for Market Research.
OR
b State the characteristics of Industrial Goods.
- 7 a Describe the criteria for Market Segmentation.
OR
b Classify the characteristics of Retailing.
- 8 a Compare Quantitative and Qualitative Research Methodology.
OR
b Summarize the various features of Coding.
- 9 a Explain the different stages of the Product Life Cycle.
OR
b Outline the elements of Supply Chain Management.
- 10 a Bring out the importance of Media Research.
OR
b Narrate the Media Data Validation.

Cont...

SECTION -C (30 Marks)
Answer any **THREE** questions
ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Discuss the various functions of Marketing.
- 12 Enumerate the types of Market Segmentation.
- 13 Analyze the importance of Consumer Research.
- 14 Examine the factors affecting Pricing Decisions.
- 15 Categorize the kinds of Consumer Panel.

Z-Z-Z

END