

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - **COMMERCE (BUSINESS PROCESS SERVICES)**

RETAIL ENVIRONMENT AND MARKET RESEARCH

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Marketing research is an applied component of _____. a) Event management b) Marketing management c) Consumer research d) Promotional research	K1	CO1
	2	_____ are finished products bought by individual buyers for their use. a) Consumer goods b) Consumer behaviour c) Industrial goods d) Marketing research	K2	CO1
2	3	The word retail is derived from the _____ word. a) Latin b) French c) English d) German	K1	CO2
	4	_____ is the practice of dividing your target market into approachable groups. a) Research b) Market research c) Market segmentation d) Common interest	K2	CO2
3	5	On the basis of information sought there are two types of research which are Qualitative research and _____. a) Qualitative research b) Exploratory research c) Retail research d) Applied research	K1	CO3
	6	_____ is essential for obtaining fresh, direct feedback from customers. a) Primary research b) Secondary research c) Customer surveys d) Sentiment analysis	K2	CO3
4	7	The supply chain concept originated in what discipline? a) Operations b) Production c) Logistics d) Marketing	K1	CO4
	8	_____ is the added value endowed on services and products. a) Brand value b) Brand strategy c) Brand equity d) Brand premise	K2	CO4
5	9	Media research is related to _____. a) Primary data collection b) Secondary data collection c) Copy- testing technique d) Raw data and facts	K1	CO5
	10	_____ is a formal, systematic inspection of the various aspects of a retail business. a) Retail audit b) Internal audit c) Audit notebook d) Audit working papers	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Distinguish between Market and Market research.	K4	CO1
		(OR)		
	11.b.	What are consumer goods? Discuss the types.		
2	12.a.	Write the need for market segmentation.	K2	CO2
		(OR)		
	12.b.	Explain the significance of data management in market research.		
3	13.a.	State the types of Primary research.	K1	CO3
		(OR)		
	13.b.	What are the features of a product?		
4	14.a.	State the objectives of pricing.	K3	CO4
		(OR)		
	14.b.	What are the objectives of branding?		
5	15.a.	What is data validation and why it is important for marketers?	K1	CO5
		(OR)		
	15.b.	Why are consumer panels important?		

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

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Briefly explain the various types of Market research.	K2	CO1
2	17	Explain the characteristic of retailing.	K2	CO2
3	18	Describe the features of a product.	K4	CO3
4	19	Enumerate the stages of product life cycle.	K4	CO4
5	20	What is a consumer panel? How do you use consumer panels?	K1	CO5

Z-Z-Z

END