PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(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	In marketing research, the _____ phase is generally the most expensive and most subject to error. a) Exploratory research b) Data collection c) Planning d) Data validation	K1	CO1
	2	_____ is the action and decisions process or people who purchase goods and services for personal consumption. a) Consumer behaviour b) Consumer interest c) Consumer interpretation d) Consumer attitude	K2	CO1
2	3	_____ represents how a retailer is perceived by consumer and others. a) Sales b) Profit c) Image d) Loss	K1	CO2
	4	Customers buy products and _____ use product. a) Consumers b) Buyers c) Sellers d) Researchers	K2	CO2
3	5	Deductive reasoning is applied in a) Qualitative research b) Action research c) Quantitative research d) Applied research	K1	CO3
	6	_____ is a detailed version of the idea stated in meaningful consumer terms. a) Product idea b) Product concept c) Product feature d) Product image	K2	CO3
4	7	Which one is not a part of the 4P's? a) Product b) Price c) Place d) People	K1	CO4
	8	That part of a brand which can be recognized but cannot be utterable is called _____. a) Brand name b) Trade mark c) Brand mark d) Brand equity	K2	CO4
5	9	_____ is related to copy – testing technique. a) Media research b) Marketing research c) Product planning d) Product lifecycle	K1	CO5
	10	A _____ is a group of people a business selects to represent its customer base. a) Interview panel b) Consumer panel c) Retail audit d) Media data	K2	CO5

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.	Differentiate Market research from Marketing research.	K4	CO1
		(OR)		
	11.b.	Explain consumer packaged goods.		
2	12.a.	State any five characteristics of retailing.	K2	CO2
		(OR)		
	12.b.	What are the conditions precedents to successful market segmentation?		
3	13.a.	What are the features of a product?	K1	CO3
		(OR)		
	13.b.	Explain the importance of consumer research.		
4	14.a.	Discuss briefly the problems on introducing new products.	K3	CO4
		(OR)		
	14.b.	What are the factors to be considered before setting of prices?		
5	15.a.	State the importance of media research.	K1	CO5
		(OR)		
	15.b.	List out the types of retail audit.		

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	Explain the functions of Marketing	K2	CO1
2	17	Describe the types of market segmentation.	K2	CO2
3	18	What are the steps in the product research process?	K4	CO3
4	19	Discuss the various methods of pricing.	K4	CO4
5	20	What are consumer panels? State its types.	K1	CO5

Z-Z-Z   END