

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 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	The classification of markets based on the nature of competition includes: A. Perfect and Imperfect markets B. Wholesale and Retail markets C. Domestic and International markets D. Local and National markets	K1	CO1
	2	Consumer Packaged Goods (CPG) refer to: A. Durable goods used in factories B. Products sold quickly and at relatively low cost C. Industrial machinery D. Raw materials	K2	CO1
2	3	When markets are divided on the basis of income, gender, or age, it is known as: A. Geographic segmentation B. Demographic segmentation C. Psychographic segmentation D. Behavioral segmentation	K1	CO2
	4	Major sectors using KPO services include: A. Retail, banking, healthcare, and research B. Agriculture only C. Textile only D. Transport only	K2	CO2
3	5	Quantitative research mainly deals with: A. Numbers and measurable data B. Emotions and opinions only C. Non-numerical data D. Case studies	K1	CO3
	6	The last step in the consumer research cycle is: A. Data collection B. Report presentation and decision-making C. Hypothesis framing D. Sampling	K2	CO3
4	7	A product feature refers to: A. Physical or functional characteristic that adds value B. Advertising cost C. Discount percentage D. Sales commission	K1	CO4
	8	Promotion mix includes: A. Advertising, personal selling, sales promotion, publicity B. Product design, cost, packaging, delivery C. Price, place, product, profit D. Packaging, labeling, logo, distribution	K2	CO4
5	9	The importance of retail audit is to: A. Monitor product performance in the marketplace B. Calculate employee turnover C. Record factory output D. Analyze supplier behavior	K1	CO5

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5	10	Which of the following is not a type of consumer panel? A. Diary panel B. Purchase panel C. Television rating panel D. Employee satisfaction panel	K2	CO5
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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the various types of Marketing.  (OR)	K2	CO1
	11.b.	How does CPG packaging impact consumer behavior?		
2	12.a.	Discuss the main functions of Data Management.  (OR)	K2	CO2
	12.b.	Explain the main types of KPO offerings.		
3	13.a.	Distinguish between Primary and Secondary Research.  (OR)	K3	CO3
	13.b.	Determine the key characteristics of Retail Data.		
4	14.a.	Explain the concept of Product Mix and its four dimensions.  (OR)	K3	CO4
	14.b.	Classify the main elements of Supply Chain Management.		
5	15.a.	Write a short notes about Panel Research Report.  (OR)	K3	CO5
	15.b.	Explain the importance of Retail Audit in detail.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	Explain the various types and need for Market Research.	K2	CO1
2	17	Discuss the reasons behind the need for Market Segmentation.	K2	CO2
3	18	Determine the customer research cycle in detail.	K3	CO3
4	19	Explain how a company can use Product Life Cycle to plan its marketing strategies.	K3	CO4
5	20	Determine the various types of Consumer Panels.	K3	CO5