

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION 1 DECEMBER 2019
(Fourth Semester)

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

RETAIL ENVIRONMENT AND MARKET RESEARCH

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is market research?
- 2 Define geographic market and give an example.
- 3 List out different types of pricing strategies.
- 4 What is a Brand.
- 5 Define demographic segmentation.
- 6 What is Retail Marketing?
- 7 What is primary Research?
- 8 Define consumer Research.
- 9 Define commercialization.
- 10 What is the concept of Retail Data.

SECTION - B (25 Marks)

/. Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the classification of goods.
OR
b Explain the concept of CPG.
- 12 a What are the features of Marketing Mix.
OR
b Write short note on supply chain Management.
- 13 a What is the need for market segmentation?
OR
b What is Data Management? What are its features?
- 14 a Distinguish between quantitative research methodology and qualitative research methodology.
OR
b Write short note on syndicated study.
- 15 a How is research used for new product and existing product.
OR
b Why is media research important?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the functions of marketing's & its classification.
- 17 Explain the factors affecting pricing decisions.
- 18 Elucidate the types of segmentation.
- 19 Discuss in detail the Market Research concept.
- 20 Enumerate 'Retail CPG Industry'.