

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2019
(Fourth Semester)

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

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 do you mean by consumer goods?
- 2 State any two difference between selling and marketing.
- 3 State the meaning of product mix.
- 4 What do you understand by supply chain management?
- 5 What is KPO?
- 6 Define market segmentation.
- 7 Define marketing research.
- 8 Give the meaning of syndicated study.
- 9 What is retail audit?
- 10 What is media research?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Briefly explain the modern marketing concept.
OR
b Why influencer marketing is effective for CPG?
- 12 a Explain the product life cycle with example.
OR
b What are the factors affecting in pricing decision of new product development?
- 13 a Write down the risks and benefits of KPO offerings.
OR
b Enumerate the need for market segmentation.
- 14 a Explain the qualitative research methodology.
OR
b State any three advantages and disadvantages of using secondary data.
- 15 a What is consumer panel? Discuss the benefits of consumer panel.
OR
b Discuss the importance of consumer research.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the classification of marketing.
- 17 Discuss the various media vehicle used to promote the product in present day scenario.
- 18 Explain the criteria and types of market segmentation.
- 19 Discuss the various methods of collecting primary data for market research.