PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

RETAIL ENVIRONMENT AND MARKET RESEARCH

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (5 x 1 = 5)

1. _____ occurs when many companies offer products that are similar but not identical.
   i. Oligopoly   ii. Perfect Competition
   iii. Monopolistic Competition   iv. Monopoly

2. _____ the process of grouping customers according to their behavior when making purchasing decisions.
   i. Demographic Segmentation   ii. Behaviour Segmentation.
   iii. Geographic Segmentation   iv. Psychological Segmentation

3. The first step in new product development is _____
   i. Idea generation   ii. Development
   iii. Exploration   iv. Testing

4. Identity the macro environment form from the following _____
   i. Supplies   ii. Channel member
   iii. Competitor   iv. Government agency

5. RAM is _____
   i. Rydo Audtic Measurement   ii. Radio Audience Measurement
   iii. Rido Audience Measurement   iii. Readio Audience Measurement

SECTION - B (15 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 3 = 15)

6 a. Outline CPG Industry is different.
                              OR
   b. Interpret the functions of marketing?

7 a. Explain the Characteristics of retailing?
                              OR
   b. Discuss the importance of Data Management?

8 a. Analyze the use of product codes features for the product?
                              OR
   b. Outline the syndicated study and its value for manufacturer?

9 a. Distinguish between Primary Data and Secondary data?
                              OR
   b. Explain the reasons for advertising by CPG Company?

10 a. Discuss the role of media research?
                              OR
   b. Summarize the panel research report?

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 x 6 = 30)

11 a   Explain consumer behavior and its influencing factors in the market?
OR
   b   Discuss the need for market research?

12 a   Discuss the future of retailing in India?
OR
   b   Explain the different types of market Segmentation?

13 a   Elucidate is Quantitative Research Methodology and detail its types?
OR
   b   Explain consumer research cycle with diagram?

14 a   Enumerate Product Life cycle? Explain its stages with diagram?
OR
   b   Elaborate factors influencing pricing in market.

15 a   Discuss on retail data and explain its characteristics?
OR
   b   Explain the importance & uses of consumer panel?

Z-Z-Z   END