

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom(BPS) DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

RETAIL ENVIRONMENT AND MARKET RESEARCH

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 The expansion of FMCG is _____
(i) First moving consumer goods (ii) Fast moving consumer goods
(iii) Final moving consumer goods (iv) Fast moving customer goods
- 2 Finance market deals with _____
(i) Goods (ii) Service
(iii) Money (iv) Knowledge
- 3 Dividing whole market in to small group is called _____
(i) Advertising (ii) Research
(iii) Segmentation (iv) Retailing
- 4 When goods and services are given to the highest bidder, such a market is called as _____
(i) Virtual market (ii) Capital market
(iii) Physical market (iv) Auction market
- 5 _____ is a systematic study of market dynamics.
(i) Market (ii) Market Environment
(iii) Market Research (iv) Primary Research
- 6 _____ is called as a single producer for a product or services.
(i) Monopoly (ii) Oligopoly
(iii) Monopolistic (iv) Monophony
- 7 _____ is a name, sign or symbol which differentiate them from the Competitors.
(i) Brand (ii) Packaging
(iii) Labeling (iv) customizing
- 8 If a Brand is exclusively sold by a retail chain, that is known as _____
(i) Captive brand (ii) Private brand
(iii) Individual brand (iv) National
- 9 _____ is face to face question and answer session.
(i) Observation (ii) Questionnaire
(iii) Survey (iv) Interview
- 10 _____ Research is also called as "Desk Research"
(i) Primary (ii) Secondary
(iii) quantitative (iv) Qualitative

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Narrate the term market research.
(OR)
b Outline the different types of goods with suitable examples.
- 12 a Define Retailing. Explain the functions performed by the retailers.
(OR)
b Summarize the major criteria for segmentation.
- 13 a Explain the factors influencing the consumer behavior.
(OR)
b Explain the features of CPG industry.
- 14 a Compare Quantitative and Qualitative Research.
(OR)
b What is Consumer Research? Explain its benefits.
- 15 a Classify the types of Media Data.
(OR)
b Classify the types of Consumer panel.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Enumerate in detail about scope of marketing research.
- 17 Elucidate in detail how markets are segmented.
- 18 Enumerate in detail about the types of pricing.
- 19 Classify the four types of media.
- 20 Discuss in detail about Retail Audit and its importance.

Z-Z-Z

END