B.B.A. DEGREE EXAMINATION,APRIL 2019
II Year IV Semester
Retail Environment and Market Research For BPS

Time : 3 Hours   **Max.marks :75**

Section A $(10 \times 2 = 20)$ Marks

Answer any TEN questions

1. Describe Market.
2. Describe Market Research
3. Describe Custom Study
4. Describe Qualitative research
5. Define Retailing?
6. Describe Retail Data with example?
7. Describe attributes of a retailer?
8. List the characteristic of retail data?
9. Enumerate consumer research methodologies?
10. Define marketing strategies?
11. Outline the consumer research cycle?
12. List the types of goods.

Section B $(5 \times 5 = 25)$ Marks

Answer any FIVE questions

13. Discuss on the characteristics of Markets.
14. Discuss the types of market in detail.
15. Classify the pricing strategies.
16. Explain the research types
17. Explain types of Media?
18. Illustrate in detail about Media Mix and planning?
19. Explain in detail consumer research cycle?

Section C $(2 \times 15 = 30)$ Marks

Answer any **TWO** questions

20. Show the types of primary data collection

21. Illustrate briefly on stages of new product development?

22. Examine in detail about retail research and its benefits?

23. Examine the features of CPG industry

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