

**B.B.A DEGREE EXAMINATION, NOVEMBER 2019****II Year III Semester****Retail Environment and Market Research for Business Process Services****Time : 3 Hours****Max.marks :75****Section A** ( $10 \times 2 = 20$ ) MarksAnswer any **TEN** questions

1. Describe Market Research.
2. Outline Market Share.
3. List the types of Goods.
4. Record the meaning of CPG.
5. Define retailing.
6. List out types of segmentation.
7. Describe Primary research.
8. State two benefits of consumer research.
9. Describe the consumer data.
10. Define media data.
11. Define Retail reports based on retail research.
12. List the 4 P's of marketing.

**Section B** ( $5 \times 5 = 25$ ) MarksAnswer any **FIVE** questions

13. Classify the types of Goods.
14. Explain types of Retailing?
15. Generalize the four basic market segmentation.
16. Discuss the meaning and types of primary research?
17. Describe on the Product aspect of 4 P's of marketing.
18. Classify the types of brands.
19. Explain what are retail data validation and its importance?

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

Answer any **TWO** questions

20. Discuss the factors influencing consumer behaviour.
21. Explain in detail about consumer research cycle with flow chart?
22. Explain the quantitative and qualitative research methodology in detail?
23. Illustrate in detail about the types of retail data.

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