

**B.B.A. DEGREE EXAMINATION, ODD SEMESTER 2020****II Year III Semester****Retail Environment and Market Research for Business Process Services****Max.marks :25**Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. Explain the types of market.
2. Classify the types of Goods.
3. Illustrate the segmentation of market research.
4. Describe the Custom study and Syndicated Study.
5. Explain the stages of Product Life Cycle.
6. Classify the types of brands with its explanation.
7. Describe the characteristics of media data.