

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

BBA END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20UBAAT3003 - Retail Environment and Market Research for Business Process Services

Total Duration : 3 Hrs		Total Marks : 75	
MCQ	: 30 Mins	MCQ	: 15
Descriptive	: 2 Hrs.30 Mins	Descriptive	: 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Show the characteristics of FMCG Products with suitable examples.
2. Sketch the need for market research during post pandemic period.
3. Illustrate the custom study in the modern market research.
4. Relate the need of carrying quantitative research methodology in market research during the post pandemic period.
5. Apply the consumer research cycle in studying the consumer behaviour on advertisements related to COVID-19 protocols.
6. Describe the need for retail research.
7. Relate the importance of media research in taking COVAXIN Vaccination to general public.
8. Sketch the different retail formats in India.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Diagnose the nature and scope of market research.
10. Distinguish between the primary research and secondary research with suitable illustration.
11. Differentiate between the need of consumer research for new product launches and existing products.
12. Weigh the importance of media data validation in a retail research.
13. Examine the recent trends in retailing towards economy development of India.