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 EXAMINATIONS NOVEMBER-2022
SEMESTER - III
20UBAAT3003 - Retail Environment and Market Research for Business Process Services

Total Duration : 2 Hrs 30 Mins.   **Total Marks : 60**

Section A

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

1. Explain the nature and scope of Market Research.

2. Define FMCG.

3. Associate the importance of media in advertising.

4. Explain the importance of Retail Data Validation.

5. Distinguish between Quantitative and Qualitative Research methodology.

6. Describe the importance and characteristics of Retailing.

7. What is Consumer research? Brief on Consumer Research cycle.

8. "The retail industry in India, according to experts, will be a major employment generator in the future." Justify.

Section B

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

9. Ascertain the factors to be considered in Consumer Research for New & Existing Products.

10. Classify the various types of Market Research.

11. Interpret Recent trends in Retailing.

12. "The FMCG industry is a tremendously competitive and fast-paced industry" Justify.

13. Illustrate the factors to be considered while drafting a media research report.

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