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.
B.B.A. END SEMESTER EXAMINATIONS APRIL-2023
SEMESTER - III
20UBAAT3003 - Retail Environment & Market Research for Business Process Services

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

Section B

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

1. Discuss the features of CPG industry.

2. Generalize the four basic market segmentation in detail.

3. Discuss the meaning and types of primary research.

4. Organise and explain the types of research methodology.

5. Explain in detail about consumer research cycle with flow chart.

6. Break down the characteristics of Retail data.

7. Classify the types of panels in detail.

8. Examine the types of Retailing.

Section C

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

9. Break down the Recent Trends in CPG industry.

10. Express the quantitative and qualitative research methodology in detail.

11. Explain about the launches of consumer research for new product.

12. Illustrate types of media in media research with example.

13. Appraise the functions of Retailer.

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