

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 NOVEMBER -2023

SEMESTER - III

**20UBAAT3003 - Retail Environment and 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. State the nature and scope of market research.
2. What are the different types of qualitative research methodology?
3. Brief outline the need for consumer research.
4. Describe in brief the need for retail research.
5. Discuss briefly about importance and characteristics of retailing.
6. Enumerate basic need for market research.
7. Elaborate the functions of retailing.
8. Explain the types of research report.

### **Section C**

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

9. What are the characteristics of FMCG products?
10. What are the different types of quantitative research methodology?
11. Explain the consumer research for existing product.
12. Explain the importance of retail data validation.
13. State the important features of retail industry in India.

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