

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 - NOV'2024

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. Explain the need for Market Research.
2. What are the characteristics of FMCG Products?
3. Describe the merits of Primary Research.
4. Explain the benefits of Syndicate Study Research.
5. State the Objectives of Consumer Research.
6. Predict the stages of new product launch.
7. Explain the need for Retail Research.
8. Determine the Characteristics of Retailing.

### **Section C**

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

9. Describe the nature and scope of Market Research.
10. Classify the types of Qualitative Research Methodology.
11. Determine the importance of Consumer Research Cycle.
12. Ascertain the Importance of Media Research.
13. Assess the contents of Panel research report.

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