

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 2025

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. What is market research? Explain its need and importance in understanding consumer behaviour.
2. Show how do FMCG products differ from consumer packaged goods (CPG). Provide examples.
3. Sketch the significance of primary and secondary research in market research.
4. Relate how do qualitative research help in understanding consumer preferences.
5. What is consumer research? why it is essential for businesses?
6. Discuss the importance of media research in shaping marketing strategies.
7. Illustrate how can companies use consumer panel insights to improve their marketing strategies.
8. Evaluate the impact of recent trends in the Indian retail industry on consumer shopping behaviour.

Section C

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

9. Assess the impact of market research on the success of new product launches in the FMCG sector along with suitable examples.
10. Analyze the challenges businesses face when conducting syndicated research studies. How can these challenges be mitigated?
11. Dissect the different stages of the consumer research cycle. How do businesses apply this cycle to improve product success?
12. Discuss how e-commerce giants like Amazon or Flipkart utilize retail and media research to enhance customer experience and sales.
13. Examine the different retail formats in India and discuss how they cater to various consumer needs.
