**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B. Com BPS– IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**BPS4322- Retail Environment and Market Research**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains 2 printed pages and 4 parts**

**Section A**

1. Answer ***any five*** of the following (**3 x 5 = 15 marks)**
2. What is market segmentation? Give two examples
3. State any three characteristics of marketing.
4. Enlist six reasons why a product fails.
5. What are the requisites of a good research?
6. What is media research? Mention any two sources through which it can be collected.
7. State three methods of primary research and three methods of secondary research.

**Section B**

**II.** Answer ***any two*** of the following (**5 x 2 = 10 marks)**

1. Briefly explain the marketing concepts.
2. Explain the five elements of promotional mix.
3. Briefly explain the consumer research cycle.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Write a detailed note on Retail audit.
2. What is retailing? Explain the different types of retailing.
3. Write short notes on
4. Quantitative Research **(5Marks)**
5. Qualitative Research **(5Marks)**

**Section D**

**IV.** Answer the following **(15marks)**

# By carefully targeting its intended audiences and using the social media platforms where the consumers actively participate, The Lego Group can effectively reach its customers and offer them the kind of online experience that helped win their Lego Brick the “Toy of the Century” award, one of most coveted honours in the toy industry.

With the advent of social media, the Lego Group faced the challenge of how to market their Lego Bricks on the social web. They used the social web to build relationships with customers, generate new product ideas by sharing proprietary information, and better understand their customers.

Understanding consumer behaviour in regards to its products gave the Lego Group an edge in developing social media strategies. In fact, it enables the toy maker to effectively use personas to segment its markets.

* Lead Users—people LEGO actively engages with on product design
* 1:1 Community—people whose names and addresses they know
* Connected Community—people who have bought LEGO and [have] also been to either a LEGO shop or a LEGO park
* Active Households—people who have bought LEGO in the last 12 months
* Covered Households—people who have bought LEGO once
* All Households—those who have never bought LEGO

These six personas range from consumers who are highly involved with the Lego Group’s products, such as those who help shape product design to those having no experience with the brand. However, the first three personas represent the most fertile ground for social media interaction because of their deeper involvement with the brand.

In 2010, the Lego Group became the world’s fourth largest toy manufacturer, capturing approximately 6.9% of the global market share of toy sales and continues to sustain a high growth rate, as well as showing a net profit of about 688 million dollars for the year.

1. Explain the steps in new product development. **(8 Marks)**
2. Explain the different bases on which Lego can segment its market. **(7 Marks)**