

Registration Number:

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**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**B.Com – 4th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**BPS4322: Retail Environment & Market Research**

**(For current batch students only)**

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

**This paper contains \_\_\_\_\_\_ printed pages and \_\_\_\_\_ parts**

**Section A**

**I.** Answer ***any five*** of the following (**3 x 5 = 15 marks)**

1. What is CPG? Name any two popular CPG brands in India.
2. State any six trends in retailing.
3. What is meant by price skimming and target return pricing?
4. Enlist three characteristics of research.
5. Why is marketing known as a customer-oriented function?
6. What is consumer research? State any two importance of consumer research.

**Section B**

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

1. Differentiate between market and marketing.
2. "Every change forces all the companies in an industry to adapt their strategies to that change." - Bill Gates. Briefly explain the drivers of change in the retail world.
3. Diagrammatically explain the consumer research cycle.

**Section C**

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

1. Kimmer Ltd, a leading technology company, is venturing into the smart home devices market. The company aims to develop and launch an innovative product that enhances the home automation experience.
	* 1. Considering the above scenario, explain the steps involved in developing a new product. **(6 Marks)**
		2. State the importance of market research in developing a new product. **(4 Marks)**
2. Write a note on Retail Audit and the types of retail audit.
3. Explain the types of research.

**Section D**

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

1. Airbnb is the world’s largest accommodation-sharing site. The concept of paying to stay in a complete stranger’s house could be considered odd by some but, nevertheless, Airbnb can proudly say that they’ve made it. They’re super successful. Some of their success can definitely be attributed to innovation, diverse pricing, and experiences offered. But business success rarely comes without intelligent marketing strategies, and that’s where Airbnb’s clever segmentation and targeting comes in. Airbnb uses machine learning to generate insights from user reviews, which are then displayed at the top of their webpage. These insights will likely be one of the first things prospective users see or click on when visiting the site, which will encourage users to book as well as encouraging dwell time on Airbnb’s page. Airbnb also uses consumers’ behavioural data and preferences to essentially pair hosts and guests. They do this by noting the preferences and online behaviour of potential guests and the preferences of the hosts and then produce coefficient listings. Airbnb achieves this ‘perfect match’ with its specialised search algorithm. The algorithm takes and analyses data from both Airbnb hosts and guests and offers matches based on their similarities.

Along with matching via their algorithm, Airbnb use split testing to discover how website changes may affect consumer behaviour. Airbnb goes even further by using cookies, and other tracking-tech, to hold information from previous searches and booking decisions. Then, with this new information, they can adjust and personalise the content that users see when browsing the website.

**Answer the following:**

1. What are the methods of data collection used by Airbnb? **(3 Marks)**
2. State any four reasons why segmenting a market is considered important. **(2 Marks)**
3. Explain the bases of market segmentation. **(10 Marks)**