|  |
| --- |
| **Description: col LOGO outlineST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27****DATE:23-04-2019** |
| **B.COM (BPS) - IV SEMESTER** |
| **END SEMESTER EXAMINATION: April 2019****BPS4316: Retail Environment and Market Research** |
| **Time- 2 ½ hr** |  |  **Max Marks-70** |  |
|  |  |  |  |

**Section A**

**This paper contains two printed pages and four parts**

1. **Answer any five of the following. 2x5=10**
2. Define the term Marketing.
3. What is meant by Channel conflict?
4. List out any four emerging trends in marketing?
5. Differentiate between Primary and Secondary research.
6. What is Marketing mix?
7. Give the meaning of Psychographic segmentation
8. What are consumer packaged goods?

**Section B**

1. **Answer any three of the following: 5x3=15**
2. Differentiate between Marketing and Selling.
3. Discuss different methods of Promotional Mix.
4. What are different types of Retail Store format? Explain in brief.
5. Briefly explain the Product life cycle stages with diagram.
6. Explain the importance of Media research.

**Section C**

1. **Answer any three of the following: 10x3=30**
2. Explain new product development stages with a suitable example.
3. What is Segmentation? Explain the different bases for segmentation.
4. Explain the different methods of collecting data through primary and secondary method.
5. What is consumer research? Explain the consumer research cycle.
6. What is Pricing ? Discuss the various methods of pricing in detail.

 **Section D**

**18. Answer the following (Compulsory Question) 15x1=15**

Imperial Tobacco Company of India Limited (ITC), incorporated on August 24, 1910, was one of India's premier private sector companies with a turnover of US $ 3 billion and a market capitalization of nearly US $ 10 billion in 2004. ITC was a dominant player in its traditional businesses of cigarettes, hotels, paperboards, packaging and agri-exports. ITC Ltd. entered the convenience food market in India in 2003. It introduced its convenience food products under two brand names, 'Kitchens of India' and 'Aashirvaad', for the supermarket and middle-class segment respectively. The case let titled 'ITC's Foray into Convenience Food Market' examines ITC's launch and pricing strategy for these products in the country. The case also gives an overview of the processed food industry in India.. By entering the food business, ITC aimed at leveraging on its proven strength in the hospitality industry, packaging, and sourcing of agricultural products.
**Answer the Questions:**
1. What are the factors which have prompted ITC to enter the convenience food market? How did they segment their target market? ( 5 Marks )
2. How did ITC ensure long shelf life for its convenience food products? ( 5 Marks )

3. Critically analyse the above case and give your suggestions for expansion of convenience food market for ITC. ( 5 Marks )

**BPS4316\_A\_19**