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

B.Com–BPS –IV SEMESTER

SEMESTER EXAMINATION- April2018

**BPS 4316: Retail Environment and Market Research**

**Time : 2 1/2 hrs                                                                   Maximum marks : 70**

*This question paper has ------- printed pages and ------- parts.*

**Section A (2 marks X 5 Questions = 10)**

1. Explain the need of Consumer Research.
2. Give two advantages of Market Segmentation.
3. Define organized sector.
4. Define retailing.
5. Who are called ‘Category Killers’?
6. Mention any two types of Media.
7. What is Media Mix?

**Section B (5 Marks X 3 Questions = 15)**

1. What is brand? Explain types of brands.
2. Discuss the different research types with appropriate examples
3. Differentiate between Indian retailing and Global retailing.
4. Briefly explain 4 Ps of Marketing with reference to Market Research
5. Write short notes on

a) Retail research reports.

b) Media research reports.

**Section C (10 Marks X 3 Questions = 30)**

1. Discuss the pricing strategies in retail segment.
2. Customer service is very important for store based retailers than electronic retailers – Do you agree? Elaborate your views
3. Critically examine the new product development stages in retail product.
4. Explain the factors influencing on consumer behavior.
5. Discuss the various types of organized sector retailing.

**Section D (15 Marks X 1 Question = 15)**

1. Prepare a questionnaire of atleast 12 QUESTIONS for the abstracts given below. (Apart from Demographic questions like age, gender…)
2. **Objectives:** To find out the different unethical marketing strategies used in online retailing and to observe the level of awareness of the unethical marketing strategies among the online customers.

**Abstract 1:**

In the commercial markets, time plays an important role to both the business and consumers. From the business perspective, with less time spent during each transaction, more transactions can be achieved on the same day. But for consumers, they will save up more time during their transaction. Because of this e-commerce steps in and replaces the traditional commerce. Customers have got hooked to the online retailing sites and have enormously enjoyed the benefits and ease of being able to browse products on e-commerce market places from the comfort of their homes. The sales revenue of online retailing companies has literally sky rocketed, that has driven the desire of e-commerce solution among the large and small enterprises across the world. In order to face competition in online market many companies are adopting unethical marketing strategies to lure the customers and increase their sales. Internet marketing is defined as the application of the internet and related digital technologies in conjunction with traditional communication to achieve marketing objectives. The unethical marketing strategies followed by companies are false scarcity, overly hyped up sales, false testimonials, and social media traffic schemes and so on. Many customers fall prey to these practices.