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| **Description: col LOGO outline**  Register Number:  DATE:23-04-2018 ( 9AM)  **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | |
| **B.COM (BPS) - IV SEMESTER** | | | | |
| **END SEMESTER EXAMINATION: April 2018**  **BPS4316: Retail Environment and Market Research** | | | | |
| **Time- 2 ½ hr** |  | | **Max Marks-70** |  |
|  |  | **This paper contains 3 printed pages and four parts** | |  |

**Section A**

1. **Answer any five of the following. 2x5=10**
2. Define the term Marketing?
3. What is Market research.
4. What do you mean by Skimming pricing?
5. Differentiate between Primary and Secondary research.
6. What is Marketing mix?
7. What do you mean by retail audit.
8. What is consumer packaged goods.

**Section B**

1. **Answer any three of the following: 5x3=15**
2. Enumerate the functions of marketing.
3. Explain the classification of goods with example.
4. Explain the different types of Retail format.
5. Explain Product life cycle stages with diagram.
6. Explain the importance of Media research.

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**Section C**

1. **Answer any three of the following: 10x3=30**
2. Explain in New Product Development stages with an example.
3. What is Segmentation. What are various bases for segmentation.
4. Explain the methods of collecting data through primary and secondary sources.
5. What is consumer research. Explain the consumer research cycle.
6. Explain the methods of pricing in detail.

**Section D**

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

**Master of the Online Super mall (excerpt from Business Today, May 2004)**

Amazon.com could well go down in history as a love child born of the heady fling that the stock market had with dotcoms in the late 1990s. But the company, founded by Jeff Bezos in July 1995 when the internet was still an untested business medium, is a survivor-par-excellence. It floundered a bit in the swirl of the dotcom bust, but unlike thousands that were swept away, Amazon.com reinvented itself and emerged stronger.

The 40-year old Bezos, a computer science grad from PrincetonUniversity, is the pioneer of Internet Retailing. His compelling vision introduced a new paradigm for retail, the click-and-buy model; buy goods from a website instead of a physical store, from wherever there is an internet connection: home, office or cyber-café. A model that gave convenience to buyers and mind-boggling market reach to sellers.

Named after the mighty Amazon river and its numerous tributaries that surge through dense rain forests, Amazon.com was started with an initial investment of a few thousand dollars. In less than three weeks after the website went live, Bezos and his wife Mackenzie were pulling in sales of over $20,000 a week. And soon after going public in 1997, the company had a market capitalization higher than that of its brick-and-mortar rivals. In 1999, Bezos was chosen as Time Magazine’s ‘Person of the Year’. But things changed soon after and the dotcom bust saw Amazon.com lose almost 90 percent of its market cap in 2000. Bezos didn’t give up on his vision. He set about transforming Amazon.com from a website selling books into something much bigger: the world’s largest online retailing platform. A series of tie-ups with companies like Toys R Us and Target helped give the website the feel of an online super mall where a customer could buy almost anything.

Marketing initiatives followed – from free shipping to highly discounted prices to very customized offerings (based on customer profile) to wide distribution through sites which can divert traffic to Amazon.com for a small commission. But the biggest move was Bezos’ decision to make the site ‘more global’.

The moves have paid off. The company announced its first full-year profit in

2003. It has been making money now for three straight quarters and revenues have exceeded a billion dollars for the last six quarters. If proof was needed that there is money to be made in online retailing, this is it. And Bezos has proved that the right idea, coupled with perseverance, pays in the end.

**Questions:**

1. How does Amazon.com bring utility or create value for its customers?( 4 Marks)

2. In the context of India, What are the challenges faced by Amazon? ( 4 Marks)

3. What do you learn about marketing from the Amazon story?( 4 Marks)

4. Draw conclusion in your own context for the above case. ( 3 Marks)