

Register Number:

DATE:

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

**UG – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BPS 4318: Retail Environment and Market Research**

Time- 2 ½ hrs Max Marks-70

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

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is Marketing?
2. What do you mean by Supply chain management?
3. List out any four emerging trends in retail marketing.
4. Differentiate between quantitative and qualitative research.
5. State the components of Marketing mix.
6. Give the meaning of media research.

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Explain the functions of marketing.
2. What is consumer packaged goods? Write any four consumer buying behaviour towards CPG.
3. Briefly explain the Product life cycle stages with diagram.
4. What is consumer research? Explain the consumer research cycle.

**Section C**

**III.** Answer ***any two*** of the following (**15 x 2 = 30 marks)**

1. Explain the stages in new product development with an suitable example.
2. What is Segmentation? Explain the different bases for segmentation.
3. Explain the different methods of collecting data through primary and secondary method.

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 **Section D**

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

1. **Case study on Lulu Hyper Market.**

Lulu Hyper market is now emerging as India’s global hyper market chain. Hyper markets are essentially discount stores. The Lulu Hyper market stores are expected to offer the products that are 25-35 percent lesser than the market price. An ambience that attracts the family as a whole is what Lulu aims at in the Lulu Hyper market. Modelled along the lines of other global hyper market chains like Walmart, the Lulu Hyper market will stock several product categories. The present estimate is that it will stock close to 1.5 lack items across 304 product categories including utensils, pharmaceuticals, electrical items, hardware and food provisions. Lulu is developing major shopping mall in Lulu Hyper market with open Sq. Ft space. Network of Lulu Hyper market in almost 22 countries. Lulu’s first Lulu Hyper market was started in Kochi.

Through its hyper market endeavour, Lulu is all set to run India’s biggest retail stores in different cities in terms of space occupied. All the mall owners now view Lulu hyper market chain as attractive anchored tenants for their mall.

**Questions for Discussion:**

1. Location decisions lie in the type of goods sold. Do you think Lulu has chosen the proper sites for their hyper market retail chains? Evaluate the pros and cons. **(5 Marks)**

2. Do you think Lulu hyper markets would be effective for Indian market?

Substantiate. **(5 Marks)**

3. If your store manager of the above Lulu hyper market, how will present the retail audit reports? **(5 Marks)**