

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**

**MASTER OF COMMERCE (M.COM.)**

**EXAMINATION : MAY - 2022**

**FIRST SEMESTER**

**Sub: Marketing Techniques (MCM-111)**

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**Date: 26/05/2022**

**Total marks: 100**

**Time: 02.00 pm to 05.00 pm**

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**Instruction: All questions are compulsory.**

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**Q. 1. Answer the following questions. (Attempt any three) (30)**

1. Explain in brief the various stages involved in New Product Development Process.
2. Elaborate the critical importance of 'Packaging' in context with its key objectives.
3. What do you mean by Rural Marketing? Discuss the various problems faced by marketers in Rural Marketing.
4. Elaborate the key qualities of a successful Salesman.
5. Discuss the important functions of Retailer and Wholesaler.

**Q.2 Answer the following questions. (Attempt any three) (30)**

1. Explain the various key objectives of Packaging
2. Explain the Demographic and Behavioral bases of segmentation.
3. Explain in brief any four types of pricing techniques used in Marketing.
4. Discuss the important functions of Packaging.
5. Define the term 'Advertising'. What are key objectives of the Advertising?

**Q.3 Write short notes. (Attempt any four) (20)**

1. Problems in Indian Rural Market
2. Key functions of Wholesaler
3. Reasons for failure of a product
4. Objectives of Advertising
5. Need for Market Segmentation
6. Importance of Marketing in Economy

**Q.4A. Answer in one Sentence (Any 5) (10)**

1. Define Brand
2. Name four distribution channels
3. Define E-Marketing
4. Define Forecasting
5. Define economic Environment
6. Define Secondary Data
7. Define Retailer

**Q.4B. Select the correct Alternatives (Attempt any Ten) (10)**

1. Market segmentation on the basis of attitude, interests and opinions of the customers is an example of -----segmentation
  - a) Geographic
  - b) Demographic
  - c) Psychographic
  - d) Behavioral
2. 'Price' of the product is nothing but the -----
  - a) Customer solution
  - b) Customer convenience
  - c) Customer cost
  - d) Customer communication

