TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF COMMERCE (M.COM.)

EXAMINATION: MAY-2022

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 26/05/2022		Total marks: 100	Time: 02.00 pm to 05.00 pm	_	
Instruction: All questions are compulsory.					
Q. 1.	Answer the following q	uestions. (Attempt any thre	e)	(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				(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 Importance of Marketing in Economy				
6.	Importance of Marketing	g in Economy			
Q.4A.				(10)	
1.	Define Brand				
2.	Name four distribution channels				
3. 4.	Define E-Marketing Define Forecasting				
4. 5.	Define Forecasting Define economic Environment				
5. 6.	Define Secondary Data				
7.	Define Retailer				
Q.4B.	Select the correct Alter	natives (Attemnt any Ten)		(10)	
1.	Select the correct Alternatives (Attempt any Ten) Market segmentation on the basis of attitude, interests and opinions of the customers is an			(10)	
	example ofsegmentation				
	a) Geographic	_	Demographic		
	c) Psychographic		Behavioral Section 1		
2.		nothing but the			
	a) Customer solution	n b	Customer convenience		
	c) Customer cost	d	Customer communication		

3.	'SAMSUNG GALAXY' mobile phone is a a) Common name c) Brand name	b) Public name d) General name		
4.	Intensive distribution means			
	a) Large no. of retailers of a company	b) A few retailers of a company		
	c) Only one distributor of a company	d) None of the above		
5.	The link between wholesaler and consumer is the	ne		
	a) supplier	b) producer		
	c) retailer	d) end user		
6.	Market Segmentation on the basis of age and gender is termed as Segmentation.			
	a) Demographic	b) Psychological		
	c) Geographic	d) Behavioral		
7.	The basic step in the marketing process is to ide	entify the of the customers.		
	a) dreams	b) needs and wants		
	c) over expectations	d) aspirations		
8.	The first 'P' out of the 4 Ps of marketing is			
	a) People	b) Price		
	c) Product	d) Place		
9.	9. Hindustan Unilever ltd. has vast network of retailers in India for its products. The usingdistribution strategy.			
	a) Inclusive	b) Exclusive		
	c) Intensive	d) Selective		
10.	4 Ps of marketing are			
	a) Product, Price, Process, Promotion	b) People, Price, Place, Promotion		
	c) Product, Price, Place, Promotion	d) Product, Profit, Place , Promotion		
11.	is a system of exchange where goods or services are directly exchange of other goods or services without using a medium of exchange, a) Bartering b) Benchmarking			
	c) Bargaining	d) Bridging		
12.	'Bartering' means			
	a) Exchange of goods against goods	b) Exchange of money against goods		
	c) Exchange of Currencies	d) All of the above		