

**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 :60**

**Time: 2.00 pm to 4.30 pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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**Q.1 Answer the following questions. (Attempt any two) (32)**

1. 'For a salesman to be effective needs unique qualities.' Discuss these key qualities of an effective Salesman.
2. Discuss the key functions performed by the Packaging.
3. How would you define the term "Marketing"? Discuss the need and advantages of Marketing in today's business environment.
4. State and explain different stages in the Evolution of Marketing.

**Q.2 Answer the following. (Attempt any one) (08)**

1. Explain the Product Oriented Marketing Organization along with its Merits and Demerits.
2. Explain the Internal Environmental factors influencing the business.
3. Define Advertising. What are the key objectives of Advertising?

**Q.3 Write short notes. (Attempt any two) (10)**

1. Problems in rural marketing in India
2. Test Marketing
3. Functions of Wholesalers
4. Role of Marketing Manager

**Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)**

1. -----is a paid form of non personal communication of ideas, goods, or services through media by an identified sponsor.
  - a) Sales promotion
  - b) Personal selling
  - c) Advertising
  - d) Publicity
2. Place provides the -----
  - a) Customer Convenience
  - b) Customer Cost
  - c) Customer Solution
  - d) Customer Communication
3. When a producer sell the products to the consumers directly , it is termed as
  - a) Zero level channel
  - b) Two level channel
  - c) One level channel
  - d) Three level channel

4. 'Retailer' is the link between -----.
- a) Wholesaler & Company                      b) Wholesaler & End Consumer  
c) Wholesaler & Sub-wholesaler              d) None of the above
5. The first step in New Product Development process is -----
- a) Idea Screening                                      b) Idea Evaluation  
c) Idea Generation                                      d) Idea Analysis
6. The most expensive mode of transportation is -----.
- a) Rail    b) Air  
c) Sea    d) Road
7. Face to Face communication of a Salesman with Customer is called as -----.
- a) Personal Selling                                      b) Non-Personal selling  
c) Indirect Selling                                      d) Informal Selling
8. Wholesaler receives the goods from -----
- a) Retailer    b) Consumer  
c) Manufacturer    d) Sub-retailer
9. 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
10. Which of the following is **NOT** the stage of the Product Life Cycle?
- a) Growth    b) Decline  
c) Introduction    d) Pre -Introduction
11. The most cheapest mode of transport is -----
- a) Rail    b) Road  
c) Air    d) Sea
12. 'Pepsi' is an example of -----.
- a) Brand Name    b) Generic Name  
c) Commodity    d) Common name
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