

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION : JUNE - 2022**  
**FIRST SEMESTER**  
**Sub: Marketing Techniques (MCB-111)**

---

**Date: 8/6/2022**

**Total marks: 100**

**Time: 2.00 pm to 5.00 pm**

---

**Instruction: All questions are compulsory.**

---

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

1. What do you mean by Market segmentation? Explain the various bases of Market segmentation.
2. Explain the following type of organizational structures along with its merits & demerits.
  - a) Geography oriented Marketing Organization
  - b) Product oriented Marketing Organization
3. Define Marketing. Discuss the basic components of Marketing Mix & its variables
4. Explain the functions of retailer in marketing.
5. Discuss the important functions of Retailer and Wholesaler.

**Q2 Answer the following questions. (Attempt any three) (30)**

1. Functional type of marketing organization structure.
2. Problems in Rural Marketing
3. Types of Pricing Methods used in Marketing.
4. Key functions of 'Packaging'.
5. Efficiency Control

**Q3 Write short notes. (Attempt any four) (20)**

1. Role & responsibilities of a Sales Manager
2. Importance of Physical Distribution in Marketing
3. Need for Market Segmentation
4. Importance of Marketing in Economy
5. Product Oriented Marketing Organization
6. Key challenges in Rural Marketing

**Q4A. Answer in one Sentence (Any 5) (10)**

1. Define Marketing
2. Define Trade Mark
3. Define Wholesaler

4. Define Product concept
5. Define Marketing Planning
6. Define Marketing Control
7. Define Likert Scale

**Q4B. 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
3. -----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
4. The step of 'Corrective action' comes under the -----function of Marketing.
 

a) Organizing	b) Cooperating
c) Controlling	d) Coordinating
5. The controllable variables a company puts together to satisfy a target group is called the
 

a) Marketing strategy	b) Strategic planning
c) Marketing mix	d) Environment scanning
6. 'Buy One Get One Free' scheme offered by a garment company is an example of -----
 

a) Personal selling	b) Sales Promotion
c) Advertising	d) Public relations
7. 'Bartering' means -----
 

a) Exchange of goods against goods	b) Exchange of money against goods
c) Exchange of Currencies	d) All of the above
8. 'Age' is a ----- variable.
 

a) Democratic	b) Demographic
c) Deliberate	d) Desirable
9. 'PLC' means -----
 

a) Product Life Cycle	b) Premium Life Cycle
c) Preventive Life Cycle	d) Practical Life Cycle

10. 'Planning' means -----
- a) To decide future course of action
  - b) Cooperation among the employee of the organization.
  - c) Performance evaluation
  - d) Monitoring & Analyzing
11. 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
12. "Price" of the product is nothing but the -----
- a) Customer solution
  - b) Customer convenience
  - c) Customer cost
  - d) Customer communication
-