

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF COMMERCE (M.COM.)

EXAMINATION : JUNE- 2022

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 8/6/2022

Total Marks :60

Time: 2.00 pm to 4.30 pm

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. How would you define the term “marketing”? Discuss the need and advantages of Marketing in today’s business environment.
2. Elaborate the critical importance of ‘Packaging’ in context with its key objectives.
3. Elaborate the various types of bases for segmentation. What are the benefits of the effective segmentation?
4. Elaborate the key qualities of a successful Salesman.

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

1. Explain the functions of retailer in marketing.
2. Explain any four types of pricing methods used by marketers.
3. Explain in brief the importance of Marketing.

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

1. Key challenges in Rural Marketing
2. 'Importance of 'Planning' function in Marketing
3. Benefits of strong Brand to Consumers
4. Product Oriented Marketing Organization

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

1. The most expensive mode of transportation is -----.
 - a) Rail
 - b) Air
 - c) Sea
 - d) Road
2. 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

3. 'Mercedes Benz' uses which of the following distribution formats?
 - a) Intensive distribution
 - b) Exclusive Distribution
 - c) Selective Distribution
 - d) All of the above
4. The combination of 4 elements ' Product ,Price, Place and Promotion' is termed as-----
 - a) Promotional Mix
 - b) Marketing Mix
 - c) Distribution Mix
 - d) Product Mix
5. -----is the cheapest mode of Transportation.
 - a) Air
 - b) Sea
 - c) Road
 - d) Rail
6. Which of the following is of utmost importance in Marketing?
 - a) Profitability of Organization
 - b) Customer Satisfaction
 - c) Sales Volume of the Product
 - d) None
7. Segmenting the market on the basis of Regions, Cities , Villages is an example of -----
 - a) Demographic Segmentation
 - b) Behavioral Segmentation
 - c) Psychographic Segmentation
 - d) Geographic Segmentation
8. In Penetration Pricing strategy , the initial price of the product is -----
 - a) Higher
 - b) Lower
 - c) Highest
 - d) Can't say
9. The 'Place' provides -----,
 - a) Convenience
 - b) Customer solution
 - c) Customer cost
 - d) Communication
10. The scheme ' Buy on easy installments' is an example of -----,
 - a) Advertising
 - b) Personal Selling
 - c) Sales Promotion
 - d) All of the above
11. 'Retailer' is the link between -----,
 - a) Wholesaler & Company
 - b) Wholesaler & End Consumer
 - c) Wholesaler & Sub-wholesaler
 - d) None of the above
12. Which of the following is NOT a stage of Product Life Cycle?
 - a) Introduction
 - b) Growth
 - c) Innovation
 - d) Decline
