R/E (60:40) R-2016-17 till 2022-23 E-2016-17 till 2019-20

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MASTER OF COMMERCE (M.COM.)

EXAMINATION: DECEMBER 2022

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 7/12/2022		Total Mark	ss:60 Time:	Time: 10.00 am to12.30 pm	
Instructions:		 All questions are compulsory. Figures to the right indicate full m 	arks.		
Q.1 1.		e following questions. (Attempt any to vertising. Elaborate the importance a		(32) Advertising in	
2.	Discuss the importance of 'Pricing' in marketing. Explain in brief any two pricing methods/strategies used by marketers.				
3. 4.	What are the key qualities of a highly successful Salesman? Discuss. What are the objectives of Pricing? Explain in brief the important types of pricing methods			ricing methods	
	used in mar		or the important types or pa	nomg mounous	
Q.2	Answer the	e following. (Attempt any one)		(08)	
1.	Explain the importance of 'Marketing' function for a business organization.				
2.	What are the benefits of online shopping to customers? Explain in brief.				
3.		ou mean by Sales Promotion? Explain to otion Techniques used by marketers.	n brief with the help of a fe	w examples of	
Q.3	Write shor	t notes. (Attempt any two)		(10)	
1.	Modes of transportation used by Marketing Organizations				
2.	Functions of Packaging				
3.	Objectives of Marketing				
4.	Benefits of	e-shopping (online purchasing) for co	nsumers		
Q.4		the Correct Alternatives (Attempt Any Ten) (10)			
1.		is the first stage in the New Produc			
	-	Screening	b) Idea Generation		
		Implementation	d) Idea Valuation		
2.	Marketer sh	nould always give priority to			
	a) Cust	omer's Satisfaction	b) Supplier's Satisfaction		
	c) Mar	nagement's Satisfaction	d) Transporter's Satisfact	ion	
3.	Which of th	Which of the following is NOT an example of Marketing Intermediary?			
	a) Who	olesaler	b) Retailer		
	c) Age	ent	d) Consumer		

4.	is the core function of the Warehouse.				
	a) Manufacturing the goods	b) Transportation of the goods			
	c) Storage of the goods	d) Procurement of Raw Material			
5.	is the costliest mode of transportation.				
	a) Sea	b) Rail			
	c) Road	d) Air			
6.	the context of the Product, the acronym' PLC ' stands for				
	a) Process Life Cycle	b) Procedure Life Cycle			
	c) Product Life Cycle	d) Procurement Life Cycle			
7.	In Personal selling process there is commu	nication between the customer and the			
	a) Transporter	b) Producer			
	c) Salesman	d) Warehouse keeper			
8.	Which one of the following activities is NOT the element of promotion?				
	a) Publicity	b) Personal Selling			
	c) Advertising	d) Procurement			
9.	In penetration pricing method the initially the price of the product is				
	a) Lower	b) Average			
	c) Higher	d) Can't say			
10.	ade, Interest & Opinion of the target customers				
	a) Geographic	b) Demographic			
	c) Psychological	d) Behavioral			
11.					
	a) dreams	b) needs and wants			
	c) over expectations	d) aspirations			
12.	The link between wholesaler and consume	r is the			
	a) supplier	b) producer			
	c) retailer	d) end user			