

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**

**MASTER OF COMMERCE (M.COM.)**

**EXAMINATION : DECEMBER - 2022**

**FIRST SEMESTER**

**Sub: Marketing Techniques (MCM-111)**

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**Date: 7/12/2022**

**Total marks: 100**

**Time: 10.00am to 1.00 pm**

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**Instruction: All questions are compulsory.**

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

1. What do you mean by Rural Marketing? Discuss the various problems faced by marketers in Rural Marketing.
2. What are the key qualities of a highly successful Salesman? Discuss.
3. What are the objectives of Pricing? Explain in brief the important types of pricing methods used in marketing.
4. Explain in brief the various stages involved in New Product Development Process.

**Q.2 Answer the following questions. (Attempt any three) (30)**

1. Explain the various key objectives of Packaging
2. Explain in brief any four types of pricing techniques used in Marketing.
3. What are the benefits of online shopping to customers? Explain in brief.
4. What are the benefits of Telemarketing to Marketers? Explain in brief.
5. Explain the Demographic and Behavioral bases of segmentation.

**Q.3 Write short notes. (Attempt any four) (20)**

1. Key functions of Wholesaler
2. Objectives of Advertising
3. Need for Market Segmentation
4. Sales Promotion techniques
5. Bartering Stage in the evolution of Marketing
6. Characteristics of Indian Rural Market

**Q.4A. Answer in one Sentence (Attempt any five) (10)**

1. Name any four distribution channels
2. Define Forecasting
3. Define economic Environment
4. Define Retailer
5. Define Brand
6. Define Secondary Data
7. Define E-Marketing

**Q.4B. Select the correct Alternatives (Attempt any ten)**

**(10)**

1. -----is the value of the product in monetary terms.
  - a) Process
  - b) Procedure
  - c) Price
  - d) Physical evidence
2. Market segmentation on the basis of regions is an example of ----- segmentation.
  - a) Demographic
  - b) Psychographic
  - c) Geographic
  - d) Behavioral
3. ----- is oral communication of the Salesman with potential buyers of a product with the intention of making a sale and building customer relationships.
  - a) Sales Promotion
  - b) Advertising
  - c) Personal selling
  - d) Publicity
4. The most economical mode of transportation is -----
  - a) Rail
  - b) Air
  - c) Sea
  - d) Road
5. In 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
6. Consumers buy branded products because of its-----.
  - a) Best Quality
  - b) Inferior Quality
  - c) Lowest Price
  - d) Higher Price
7. Which of the following is/are the Promotional Mix Element/s?
  - a) Sales Promotion
  - b) Personal Selling
  - c) Advertising
  - d) All of the above
8. The scheme of exchange offer by a two wheeler company is an example of -----.
  - a) Advertising
  - b) Sales Promotion
  - c) Personal Selling
  - d) None
9. Broadly the business environmental factors divided into two types , -----and -----
  - a) Internal , External
  - b) Parallel , Lateral
  - c) Horizontal , Vertical
  - d) None
10. For successful marketing , the main focus of the marketing organization should be on the ----
  - a) Customer
  - b) Suppliers
  - c) Competitor
  - d) None
11. The Consumer purchases the goods from -----
  - a) Wholesaler
  - b) Retailer
  - c) Manufacturer
  - d) Distributor
12. When a Producer directly sales the products to the Consumer then it is termed as -----
  - a) One Level Channel
  - b) Zero Level Channel
  - c) Two Level Channel
  - d) Three Level Channel