

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF COMMERCE (B.COM.)**  
**EXAMINATION: -DECEMBER 2022**  
**SEMESTER - II**  
**Subject: Marketing (BCOM 119)**

**Date: 23/12/2022**

**Total marks: 60**

**Time: 10.00 am to 12.30 pm**

- Instructions:
- 1) Attempt all Questions
  - 2) Figures to the right indicate full marks

**Q. 1. Answer the multiple Choice questions. (any 10) (10)**

1. Four elements namely, price, promotion ----- and place.  

a) Product	b) Power
c) Perfect competition	d) None of these
2. -----system was originated in united kingdom.  

a) Departmental shops	b) Malls
c) Super store	d) Multiple shops
3. ----- Marketing business describes a wide variety of electronic platform.  

a) On-line marketing	b) Telemarketing
c) Face to face marketing	d) None of these
4. -----also called Marketing.  

a) Changing	b) Retailing
c) Trade channel	d) None of them
5. Soap is a -----good.  

a) Perishable	b) Intangible
c) Tangible	d) None of these
6. The term "Market" is originated from a Latin word \_\_\_\_\_  

a) Marcante	b) Business
c) Marcantial	d) Market place
7. Marketing mix consists of 4P's Product, Price, Place and \_\_\_\_\_  

a) Procedure	b) Plan
c) Promotion	d) Parameter
8. In \_\_\_\_\_ stage, product is actually introduced to market.  

a) Market mix	b) Product life cycle
c) Market Information	d) Market Introduction
9. \_\_\_\_\_ is an orderly procedure for the regular collection of raw data.  

a) Marketing	b) MIS
c) Telemarketing	d) On-line Marketing

10. -----is particularly required in agriculture sector.  
 a) Assembling b) Grading  
 c) Packaging d) None of these
11. Itinerant means moving or-----.  
 a) Shifting b) Changing  
 c) Constant d) None of these
12. Trade is also called as -----.  
 a) Quality discount b) Seasonal discount  
 c) Functional discount d) None of these
13. The traditional form of ----- marketing is face to face selling.  
 a) Indirect b) Telemarketing  
 c) Direct d) None of these

**Q. 2. Write Short Note (any three) (15)**

1. Functions of Wholesalers
2. Importance of pricing
3. Personal Selling
4. Retailer
5. Grading

**Q. 3. Answer the following question in 150 words. (any 2) (20)**

1. Write note on "Product Life Cycle".
2. What are the types of Marketing Research?
3. What do you understand by the term "Personal Selling"?
4. What do you mean by "Marketing of Services"? Explain the nature and features of services.

**Q. 4. Answer the following question in 300 words. (any one) (15)**

1. Discuss the functions of Marketing in detail.
2. What is Product Development? What are the steps involved in the new product development process? Describe them briefly.
3. What is Marketing? Write down 4PS of Marketing Mix in detail?

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**मराठी रूपांतर**

**सूचना :** १) सर्व प्रश्न अनिवार्य  
 २) उजवीकडील अंक पूर्ण गुण दर्शवितात.

**प्र. १ खालील प्रश्नांचे योग्य पर्याय निवडा. (कोणतेही १०) (१०)**

१. किंमत, संवर्धन, ----- आणि स्थान हे चार घटक आहेत  
 अ) उत्पादन (वस्तू) ब) शक्ती  
 क) पूर्ण स्पर्धा ड) यापैकी कोणतेही नाही
२. -----या संकल्पनेची सुरुवात युनायटेड किंग्डममध्ये झाली.  
 अ) विभागीय दुकाने ब) मॉल्स  
 क) सुपन स्टोअर्स ड) मल्टीपल शॉप्स



३. वैयक्तिक विक्री
४. किरकोळ विक्रेता
५. ग्रेडिंग

प्र. ३ खालीलपैकी कोणत्याही दोन प्रश्नाचे उत्तर १५० शब्दांत लिहा. (२०)

१. टिप लिहा - वस्तूचे जीवनचक्र
२. विपणन संशोधनाचे प्रकार सांगा.
३. “व्यक्तिगत विक्री” अर्थ स्पष्ट करून लिहा.
४. सेवांचे विपणन म्हणजे काय? सेवांचे गुणधर्म विस्तृत करा.

प्र. ४ खालीलपैकी कोणत्याही एका प्रश्नाचे उत्तरे ३०० शब्दांत लिहा. (१५)

१. विपणनाच्या विविध कार्यांची चर्चा करा.
२. उत्पादन विकास म्हणजे काय? उत्पादन विकास करतेवेळी विविध टप्पे कोणते ते लिहा.
३. विपणन म्हणजे काय? विपणन मिश्रातील ४ घटक स्पष्ट करा.