

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF COMMERCE (M.COM.)

EXAMINATION : MAY - 2023

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 30/05/2023

Total marks: 100

Time: 10.00 am to 1.00 pm

Instruction: All questions are compulsory.

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

1. Elaborate the critical importance of 'Packaging' in context with its key objectives.
2. Discuss the important functions of Retailer and Wholesaler.
3. Explain the Product Oriented and the Functional marketing organization structures along with their merits and demerits.
4. Elaborate the key qualities of a successful Salesman.

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

1. Explain the Demographic and Behavioral bases of segmentation.
2. Define the term 'Advertising'. What are key objectives of the Advertising?
3. Discuss the important functions of Packaging.
4. Discuss any four problems faced by marketers in Indian Rural Market.
5. What are the benefits of Telemarketing to Marketers? Explain in brief.

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

1. Importance of Marketing in Economy
2. Problems in Indian Rural Market
3. Need for Market Segmentation
4. Objectives of Marketing
5. Reasons for failure of a product
6. Modes of transportation used by Marketing Organizations

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

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

Q.4B. Select the correct Alternatives (Attempt any ten) **(10)**

1. -----is the first stage in the New Product Development Process.
a) Idea Screening b) Idea Generation

- c) Idea Implementation
- d) Idea Valuation
2. Marketer should always give priority to -----
 - a) Customer's Satisfaction
 - b) Supplier's Satisfaction
 - c) Management's Satisfaction
 - d) Transporter's Satisfaction
 3. Which of the following is NOT an example of Marketing Intermediary?
 - a) Wholesaler
 - b) Retailer
 - c) Agent
 - d) Consumer
 4. The scheme of exchange offer by a two wheeler company is an example of -----
 - a) Advertising
 - b) Sales Promotion
 - c) Personal Selling
 - d) None
 5. In -----segmentation the market is divided on the basis of Age, Gender, Occupation and Education
 - a) Geographic
 - b) Behavioral
 - c) Psychographic
 - d) Demographic
 6. Which of the following is the last stage of the Product Life Cycle ?
 - a) Introduction
 - b) Decline
 - c) Growth
 - d) Maturity
 7. 'Adidas 'is an example of -----
 - a) Generic name
 - b) General name
 - c) Brand name
 - d) Core name
 8. -----is the set of activities concerned with efficient movement of finished goods from the end of the production operation to the consumer.
 - a) Production
 - b) Physical distribution
 - c) Marketing Audit
 - d) Marketing Communication
 9. -----of the product to customer is nothing but the price of the product.
 - a) Solution
 - b) Convenience
 - c) Cost
 - d) Communication
 10. ----- 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
 11. Consumers buy branded products because of its-----
 - a) Best Quality
 - b) Inferior Quality
 - c) Lowest Price
 - d) Higher Price
 12. Market Segmentation on the basis of benefits sought and user status is termed as----- Segmentation.
 - a) Psychographic
 - b) Geographic
 - c) Demographic
 - d) Behavioral
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