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## MASTER OF COMMERCE (M.COM.)

## **EXAMINATION : MAY 2023** FIRST SEMESTER

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

Date:	30/05/2023		Total Marks :60	Time: 10.00 am to12.	30 pm
Instru	ictions:	1) All questions are 2) Figures to the rig	compulsory. ht indicate full marks.		
Q.1	Answer th	ne following questions	s. (Attempt any two)		(32)
1.	What are the	re the key qualities of a highly successful Salesman? Discuss.			
2.	What are tused in ma	•	ng? Explain in brief the importa	nt types of pricing methods	
3.	Elaborate t	the critical importance	of Marketing in the economy of	the country.	
4.	Explain in	brief the steps involve	ed in New Product Development	Process.	
Q.2	Answer th	ne following. (Attemp	t any one)		(08)
1	What do yo	at do you mean by Sales Promotion? Explain in brief with the help of a few examples of			
1.	1. Sales Promotion Techniques used by marketers.				
2.	2. What are the benefits of online shopping to customers? Explain in brief.				
3.	Discuss an	y four problems faced	by marketers in Indian Rural M	arket.	
Q.3	3 Write short notes. (Attempt any two)				(10)
1.					
2.	6 6				
3.	3. Bartering Stage in the evolution of Marketing				
4.	Importance	e of Advertising			
Q.4	Select the Correct Alternatives (Attempt Any Ten)			(10)	
1.	4 Ps of the	marketing are Produc	t, Price,and P	romotion.	
	a) Plac	ce	b) Process		
	c) Peo	ople	d) Procedure		
2.	For successful marketing, the main focus of the marketing organization should be on the				
	a) Cus	stomer	b) Suppliers		
	c) Cor	npetitor	d) None		
3.	'Adidas 'is an example of				
	a) Ger	neric name	b) General na	ame	
	c) Bra	and name	d) Core nam	e	

٠.	When a Producer directly sales the product	1) 7 1 1 0		
	a) One Level Channel	b) Zero Level Channel		
	c) Two Level Channel	d) Three Level Channel		
5.	Which one of the following activities is NOT the element of promotion?			
	a) Publicity	b) Personal Selling		
	c) Advertising	d) Procurement		
ó.	In penetration pricing method the initially the price of the product is			
	a) Lower	b) Average		
	c) Higher	d) Can't say		
	Market Segmentation on the basis of Attitude , Interest & Opinion of the target customers is termed as			
	a) Geographic	b) Demographic		
	c) Psychological	d) Behavioral		
	The basic step in the marketing process is to identify the of the customers.			
	a) dreams	b) needs and wants		
	c) over expectations	d) aspirations		
	The link between wholesaler and consumer is the			
	a) supplier	b) producer		
	c) retailer	d) end user		
	is the first stage in the New Product Development Process.			
	a) Idea Screening	b) Idea Generation		
	c) Idea Implementation	d) Idea Valuation		
	Marketer should always give priority to			
	a) Customer's Satisfaction	b) Supplier's Satisfaction		
	c) Management's Satisfaction	d) Transporter's Satisfaction		
	Which of the following is NOT an example of Marketing Intermediary?			
	a) Wholesaler	b) Retailer		
	c) Agent	d) Consumer		

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