

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**  
**EXAMINATION: DECEMBER - 2023**  
**FIRST SEMESTER**  
**Sub: Marketing Techniques (MCM-111)**

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**Date: 07/12/2023**

**Total marks: 100**

**Time: 10.00 am to 01.00 pm**

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**Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.**

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

1. Elaborate the critical importance of Marketing in the economy of the country.
2. Explain in brief the steps involved in New Product Development Process.
3. How would you define the term “marketing”? Discuss the need and advantages of Marketing in today’s business environment.
4. Elaborate the critical importance of ‘Packaging’ in context with its key objectives.

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

1. Bartering Stage in the evolution of Marketing
2. Importance of Advertising
3. What do you mean by Sales Promotion? Explain in brief with the help of a few examples of Sales Promotion Techniques used by marketers.
4. Explain the importance of ‘Marketing’ function for a business organization.
5. Explain the Demographic and Behavioral bases of segmentation.

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

1. Reasons for failure of a product
2. Problems in rural marketing in India
3. Challenges in Indian Rural Market
4. Benefits of e-shopping ( online purchasing) for consumers
5. Wholesaler
6. Modes of transportation used by Marketing Organizations

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

1. Define Rural Market
2. Define Segmentation
3. Define Forecasting
4. Define Primary Data
5. Define Brand
6. Name any four distribution channels
7. Name 4 P’s of Marketing Mix

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

**(10)**

1. In -----segmentation the market is divided on the basis of Age, Gender, Occupation and Education
  - a) Geographic
  - b) Behavioral
  - c) Psychographic
  - d) Demographic
2. Which of the following is the last stage of the Product Life Cycle ?
  - a) Introduction
  - b) Decline
  - c) Growth
  - d) Maturity
3. 'Adidas 'is an example of -----
  - a) Generic name
  - b) General name
  - c) Brand name
  - d) Core name
4. -----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
5. 'Nike' is an example of -----
  - a) Generic name
  - b) General name
  - c) Core name
  - d) Brand name
6. In penetration pricing method the initially the price of the product is -----.
  - a) Lower
  - b) Average
  - c) Higher
  - d) Can't say
7. ----- is the costliest mode of transportation.
  - a) Sea
  - b) Rail
  - c) Road
  - d) Air
8. The link between wholesaler and consumer is the -----
  - a) supplier
  - b) producer
  - c) retailer
  - d) end user
9. Market Segmentation on the basis of age and gender is termed as ----- Segmentation.
  - a) Demographic
  - b) Psychological
  - c) Geographic
  - d) Behavioral
10. 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
11. The first 'P' out of the 4 Ps of marketing is -----
  - a) People
  - b) Price
  - c) Product
  - d) Place
12. Market Segmentation on the basis of Attitude , Interest & Opinion of the target customers is termed as -----
  - a) Geographic
  - b) Demographic
  - c) Psychological
  - d) Behavioral