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MASTER OF COMMERCE (M.COM)

EXAMINATION: DECEMBER - 2023

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 07/12/2023		Total marks: 60	Time: 10.00 am to 12.30 pm		
Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.					
Q. 1	Answer the following questions. (Attempt any two)			(32)	
1.	Explain the Product Oriented and the Functional marketing organization structures along with their merits and demerits.				
2.	What are the objectives of Pricing? Explain in brief the important types of pricing methods used in marketing.				
3.	Discuss the role/functions of Wholesalers in marketing.				
4.	Define Advertising. Elaborarketing.	orate the importance and different	objectives of Advertising in		
Q. 2	Answer the following questions. (Attempt any one) (08			(08)	
1.	Explain in brief the key functions of Packaging.				
2.	Differentiate between Penetration Pricing versus Skimming Pricing along with at least one				
3.	example of each. Discuss any four problems faced by marketers in Indian Rural Market.				
Q. 3	Write short notes. (Attempt any two)			(10)	
1.	Reasons for failure of a pro	oduct			
2.	Key functions of 'Packaging'.				
3.	Objectives of Marketing				
4.	Sales Promotion technique	es			
Q. 4	Select the correct Alternatives (Attempt any ten) (10			(10)	
1.	The link between wholesaler and consumer is the				
	a) supplier	b) produce	er		
	c) retailer	d) end use	er		
2.	When a Producer directly sales the products to the Consumer then it is termed as				
	a) One Level Channel	b) Zero Le	evel Channel		
	c) Two Level Channel	d) Three I	evel Channel		
3.	The basic step in the marketing process is to identify the of the customers.				
	a) dreams	b) needs a	nd wants		
	c) over expectations	d) aspirat	ions		

4.	The first 'P' out of the 4 Ps of marketing	ig is	
	a) People	b) Price	
	c) Product	d) Place	
5.	is the costliest mode of transportation.		
	a) Sea	b) Rail	
	c) Road	d) Air	
6.	Market Segmentation on the basis of be Segmentation.	enefits sought and user status is termed as	
	a) Psychographic	b) Geographic	
	c) Demographic	d) Behavioral	
7.	The Consumer purchases the goods from	m	
	a) Wholesaler	b) Retailer	
	c) Manufacturer	d) Distributor	
8.	of the product to customer is nothing but the price of the product.		
	a) Solution	b) Convenience	
	c) Cost	d) Communication	
9.	The scheme of exchange offer by a two wheeler company is an example of		
	a) Advertising	b) Sales Promotion	
	c) Personal Selling	d) None	
10.	The most economical mode of transpor	tation is	
	a) Rail	b) Air	
	c) Sea	d) Road	
11.	Which of the following is the last stage of the Product Life Cycle?		
	a) Introduction	b) Decline	
	c) Growth	d) Maturity	
12.	is the set of activities concerned with efficient movement of finished from the end of the production operation to the consumer.		
	a) Production	b) Physical distribution	
	c) Marketing Audit	d) Marketing Communication	