

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY- 2024

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 11/05/2024

Total marks: 60

Time: 2.00pm to 4.30pm

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. Discuss the importance of 'Pricing' in marketing. Explain in brief any two pricing methods/strategies used by marketers.
2. Elaborate the various types of bases for segmentation. What are the benefits of the effective segmentation?
3. Define Advertising. Elaborate the importance and different objectives of Advertising in marketing.
4. 'Retailers play key role in marketing of products.' Elaborate the key functions of retailers.

Q.2 Answer the following questions. (Attempt any two) (16)

1. What are the benefits of online shopping to customers? Explain in brief.
2. Explain in brief the key functions of Packaging.
3. What are the key reasons for failure of the New Product? Explain in brief.
4. Discuss any four problems faced by marketers in Indian Rural Market.

Q.3 Write short notes. (Attempt any three) (12)

1. Reasons for failure of a product
2. Bartering Stage in the evolution of Marketing
3. Challenges in Indian Rural Market
4. Sales Promotion techniques
5. Objectives of Marketing
6. Modes of transportation used by Marketing Organizations