

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2024
FIRST SEMESTER
Sub: Marketing Techniques (MCM-111)

Date: 23/05/2024

Total marks: 100

Time: 10.00am to 01.00pm

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. What are the key qualities of a highly successful Salesman? Discuss.
2. Explain in brief the various stages involved in New Product Development Process.
3. ‘To achieve the effectiveness in marketing a Salesman should possess specific qualities.’ Discuss the essential qualities of an effective Salesman.
4. What do you mean by Rural Marketing? Discuss the various problems faced by marketers in Rural Marketing.

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

1. Explain the Demographic and Behavioral bases of segmentation.
2. Explain the ‘Product Oriented Marketing organizational structure along with its merits and demerits.
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. What are the benefits of Telemarketing to Marketers? Explain in brief.
5. Explain in brief any four types of pricing techniques used in Marketing.

Q.3 Write short notes. (Attempt any five) (40)

1. Benefits of e-shopping (online purchasing) for consumers
 2. Reasons for failure of a product
 3. Need for Market Segmentation
 4. Bartering Stage in the evolution of Marketing
 5. Key functions of ‘Packaging’
 6. Challenges in Indian Rural Market
 7. Sales Promotion Techniques
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