

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

EXAMINATION: DECEMBER- 2024

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 05/12/2024

Total marks: 60

Time: 10.00am to 12.30pm

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. What do you mean by Rural Marketing? Discuss the various problems faced by marketers in Rural Marketing.
2. 'To achieve the effectiveness in marketing a Salesman should possess specific qualities.' Discuss the essential qualities of an effective Salesman.
3. Discuss the role of wholesaler in marketing.
4. Discuss the importance of 'Pricing' in marketing. Explain in brief any two pricing methods/strategies used by marketers.

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

1. What are the benefits of online shopping to customers? Explain in brief.
2. What are the benefits of Telemarketing to Marketers? Explain in brief.
3. Explain the importance of 'Marketing' function for a business organization.
4. Explain the 'Product Oriented Marketing organizational structure' along with its merits and demerits.

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

1. Sales Promotion techniques
2. Challenges in Indian Rural Market
3. Benefits of e-shopping (online purchasing) for consumers
4. Reasons for failure of a product
5. Key functions of 'Packaging'.
6. Need for Market Segmentation