

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: 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. Elaborate the key qualities of a successful Salesman.
2. Discuss the important functions of Retailer and Wholesaler.
3. Discuss the importance of 'Pricing' in marketing. Explain in brief any two pricing methods/strategies used by marketers.
4. How would you define the term "Marketing"? Discuss the need and advantages of Marketing in today's business environment.

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

1. What do you mean by Sales Promotion? Explain in brief with the help of a few examples of Sales Promotion Techniques used by marketers.
2. Explain the 'Product Oriented Marketing organizational structure' along with its merits and demerits.
3. Explain the various key objectives of Packaging
4. Explain the Demographic and Behavioral bases of segmentation.
5. Explain the Internal Environmental factors influencing the business.

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

1. Secondary Data
 2. Problems in rural marketing in India
 3. Test Marketing
 4. Functions of Wholesalers
 5. Role of Marketing Manager
 6. Four distribution channels
 7. Challenges in Indian Rural Market
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