

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF COMMERCE (B.COM)
EXAMINATION: MAY- 2025
FIRST SEMESTER
Subject: Marketing (BCOM19-103)

Date: 15/05/2025

Total marks: 100

Time:10:00 am to 1:00 pm

Instructions: 1) Attempt all Questions
2) Figures to the right indicate full marks

Q. 1. (A) Answer the multiple-choice questions (Any 10) (10)

1. _____ refers to face to face conversation.
 - a) Personal selling
 - b) Interpersonal
 - c) Presentation
 - d) Communication
2. The date is _____.
 - a) Online
 - b) Passive
 - c) Active
 - d) None of these
3. A _____ is a set of individual products that are closely related.
 - a) product line
 - b) product mix
 - c) product together
 - d) product
4. MIS means _____.
 - a) Management Information System
 - b) Management Indirect System
 - c) Management Income System
 - d) Marketing Information System
5. In _____ Stage, product is actually introduced to market.
 - a) Market Introduction
 - b) Market Introduction
 - c) Decline
 - d) Decline
6. No firm can think of survival without offering _____ facility.
 - a) Debit
 - b) Cost
 - c) Loan
 - d) Credit
7. AMA means _____.
 - a) American Marketing Association
 - b) American Management Association
 - c) American Marketing Area
 - d) None of these
8. For Marketing _____ and _____ are the most important functions
 - a) Selling, reselling
 - b) earning, retailing
 - c) Buying, Selling
 - d) None of these
9. _____ is the value of product expressed in terms of money.
 - a) Price
 - b) Credit
 - c) Discount
 - d) Resale Price
10. The term ----- means sale in large quantities.
 - a) Retailers
 - b) Malls
 - c) Multiple shops
 - d) Wholesales

11. Itinerant means moving or-----.
- | | |
|-------------|------------------|
| a) Shifting | b) Changing |
| c) Constant | d) None of these |
12. Trade is also called as -----.
- | | |
|------------------------|----------------------|
| a) Quality discount | b) Seasonal discount |
| c) Functional discount | d) None of these |
13. The traditional form of ----- marketing is face to face selling.
- | | |
|-------------|------------------|
| a) Indirect | b) Telemarketing |
| c) Direct | d) None of these |

(B) Answer in one sentence (Any 5)

(10)

1. Define Advertising Media.
2. What is mean by Branding?
3. State any four elements of Buying function in Marketing.
4. State any four important functions of a retailer.
5. What is a 'product mix'?
6. Name 4 P's of marketing
7. What do you mean by Competition Oriented Pricing Strategy?

Q. 2. Write Short Notes (Any 4)

(20)

1. Functions of Wholesalers
2. Importance of Marketing Mix
3. Importance of pricing
4. Personal Selling
5. Retailer
6. Grading

Q. 3. Answer in 150 words (Any 3)

(30)

1. State the features of rural marketing.
2. What do you mean by "Marketing of Services"? Explain the nature and features of services.
3. State the factors influencing selection of channel
4. State and explain types of Marketing Risk.
5. Explain the advantages and disadvantages of one price shop.

Q. 4. Answer in 300 words (Any 2)

(30)

1. Discuss the functions of Marketing in detail.
2. What is Product Development? What are the steps involved in the new product development process? Describe them briefly.
3. What is Marketing? Write down 4PS of Marketing Mix in detail?
4. Explain Classification of Markets.

मराठी रूपांतर

सूचना : १) सर्व प्रश्न अनिवार्य

२) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्र. १. (अ) खालील प्रश्नांचे योग्य पर्याय निवडा. (कोणतेही १०)

(१०)

- [illegible]

