

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2025
FIRST SEMESTER
Sub: Marketing Techniques (MCM-111)

Date: 15/05/2025

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. Elaborate the key qualities of a successful Salesman.
2. Define Marketing. Discuss the basic components of Marketing Mix & its variables
3. Explain the functions of retailer in marketing.
4. What do you mean by Market segmentation? Explain the various bases of Market segmentation.

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

1. Problems in Rural Marketing
2. Explain in brief the importance of Marketing.
3. Key functions of 'Packaging'.
4. Types of Pricing Methods used in Marketing.

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

1. Reasons for failure of a product
2. Need for Market Segmentation
3. Objectives of Advertising
4. Markering
5. Brand
6. Key challenges in Rural Marketing