

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

EXAMINATION: MAY - 2026

FIRST SEMESTER

Sub: Marketing Techniques (MCM-111)

Date: 19/05/2026

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 various types of bases for segmentation. What are the benefits of the effective segmentation?
2. Elaborate the key qualities of a successful Salesman.
3. How would you define the term “marketing”? Discuss the need and advantages of Marketing in today’s business environment.
4. Elaborate the critical importance of ‘Packaging’ in context with its key objectives.

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

1. Explain the Demographic and Behavioral bases of segmentation.
2. Define the term 'Advertising'. What are key objectives of the Advertising?
3. Explain in brief the importance of Marketing.
4. Discuss the important functions of Packaging

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

1. Reasons for failure of a product
2. Forecasting
3. Need for Market Segmentation
4. Test Marketing
5. Importance of Marketing in Economy
6. Key challenges in Rural Marketing