

# **TILAK MAHARASHTRA VIDYAPEETH**

(Department of Distance Education)

**M.Com. (I year) Home Assignment – May 2011-12**

**Subject: Marketing Techniques-I**

**Subject Code:- MC-103**

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**Instructions:**

- 1) All questions carry equal marks (16 marks each)**
- 2) All questions are compulsory**

1. State the function of marketing? Explain internal and external factor of marketing organization.
2. What do you understand by the “Marketing mix”? Explain branding and packaging.
3. Define physical distribution. Explain types of channel of distribution?
4. What do you understand by “Advertising”? Explain the qualities and role of sales manager
5. Describe market segmentation. What are the importance and difficulties of Indian rural market?
6. Write in brief in your words, ”Marketing information system and marketing research.