

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS PONDA- GOA**  
**B.C.A (SEMESTER I) INTRA SEMESTER ASSESSMENT (ISA) I , AUGUST 2023**  
**MC-1 COM 133- MARKETING FOR BEGINNERS**

Duration- 30 mins

Marks - 7.5

Q1- Fill in the Blanks

(2 marks)

1. Technological and legal environment are examples of \_\_\_\_\_.
2. the mere exchange of goods for money between the seller & the buyer is called as \_\_\_\_\_

Q2. Define the Following terms

(2 marks)

1. Define Marketing
2. Define Micro Environment

Q3. Explain with an example the Consumer Buying decision Process.

(2 marks)

Q4. As a Businessman which marketing philosophy would you choose in order to achieve good sales ?

(1.5 marks)