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# GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS FARMAGUDI, PONDA- GOA

# B.C.A. UGC-CCFUP (SEMESTER-I) REGULAR EXAMINATION, NOVEMBER 2023 MC-1 COM 133- MARKETING FOR BEGINNERS

Duration: 2 hours Total marks: 60

### Instructions: i) All questions are compulsory

ii) Figures to the right indicate full marks.	
Q1. Answer the Following.	(6x2  marks = 12  marks)
1. Define marketing.	(BL1, CO1)
2. Write any two benefits of digital marketing.	(BL1, CO3)
3. What is Branding?	(BL1, CO2)
4. Write any two needs of a consumer protection Act.	(BL1, CO4)
5. Define macro environment.	(BL1, CO1)
6. List any two functions of packaging.	(BL1, CO2)
Q2. A. i) Differentiate between marketing & selling.	(BL1, CO1) (4)
ii) What is Promotion Mix?	(BL1, CO2) (1)
OR	
Q2. A. iii) List and explain the Nature of marketing.	(BL1, CO1)(4)
iv) State any two functions of labelling.	(BL1, CO2) (1)
Q2. B. i) Explain in brief the consumer buying process.	(BL1, CO1) (5)
ii). Write any two importance of service marketing.	(BL1, CO3) (2)
Q3. A. i) Explain the recent trends in marketing.	(BL2, CO3) (4)
ii) Explain the Economic Environment.	(BL2, CO1) (1)
OR	
Q3. iii). Explain with an example the ethical issues in marketing.	(BL2, CO4) (4)
iv). Explain any one importance of marketing towards society.	(BL2, CO1) (1)
Q3.B. i). Explain with the help of a diagram the product life cycle.	(BL2, CO2) (5)
ii). Explain the consumer protection act 1986.	(BL2, CO4) (2)

- Q4. A. i) Explain in brief the rights and responsibilities of a consumer.

  (BL2, CO4) (3)

  (BL2, CO2) (2)

  OR

  Q4. A. iii) Explain in brief any three Digital marketing options.

  (iv) Explain any two types of products classified under consumer products.

  (BL2, CO3) (3)

  (BL2, CO3) (3)

  (BL2, CO2) (2)

  Q4. B. i) With the help of a suitable example explain the channels of distribution.

  (BL2, CO2) (5)

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  (BL2, CO2) (6)
- Q.5.A. i) You are a budding entrepreneur who is entering the field of production of watches, according to you which of the 2 marketing philosophies will work the best for your product and why? (BL3, CO1) (4)
- ii) You are a businessman, who has recently launched a watch brand in the market. Considering your product which of the 2 pricing strategies will you apply in order to earn back early return on investment?

(BL3, CO2) (1)

#### OR

- Q.5.A. iii) As a businessman who is running a business for more than 10 years, and have had high sales and low sales. How much do you think marketing/advertising has affected your sales? Explain with the help of one of your product.

  (BL3, CO1) (4)
- iv) you are manufacturer of a luxury car and you are advertising highly in order to establish a brand. is it important for you to create a brand? if so justify your answer. (BL3, CO2) (1)
- Q.5.B.i) As a businessman who has advertised his product Traditionally and Digitally, according to you which platform performs better. State your opinion with the help of an example. (BL3, CO3) (5)
- Q.5.B.ii) You are retail shop owner who is shifting the shop frequently in search of a good location. What factors are you considering while selecting the place and why is it important? (BL3, CO2) (2)

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