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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)

P.T.O.

