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B.C.A. UGC-CCFUP (SEMESTER-I) INTRA SEMESTER ASSESSMENT (ISA) I , AUGUST 2024
MC-1 COM 133- MARKETING FOR BEGINNERS

Marks - 7.5

1. _____ is an element of marketing mix that generates sales revenue.
2. the mere exchange of goods for money between the seller & the buyer is called as _____

1. Define Marketing
2. What is Promotion mix?

Q4. Explain any two components of Macro environment (1.5 marks) (CO1, BL2)

[illegible]