## Goa Vidyaprasarak Mandal's

## GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS PONDA- GOA B.C.A. UGC-CCFUP (SEMESTER-I) INTRA SEMESTER ASSESSMENT (ISA) I , AUGUST 2024 MC-1 COM 133- MARKETING FOR BEGINNERS

Q1- Fill in the Blanks

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 \_\_\_\_\_\_

Q2. Answer the Following

1. Define Marketing

2. What is Promotion mix?

Q3. Explain any two marketing concepts with examples.

Q4. Explain any two components of Macro environment

(2 marks) (CO1, BL1)

(2 marks) (CO1, BL2)

(3 marks) (CO1, BL2)