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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 OCTOBER/NOVEMBER 2024
MC-1 COM 133- MARKETING FOR BEGINNERS

Duration: 2 hours

Total marks: 60

Intructions: 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. State **any two** features of Service Marketing. (BL1, CO3)
 3. What is Promotion Mix? (BL1, CO2)
 4. What is consumerism? (BL1, CO4)
 5. Define micro environment. (BL1, CO1)
 6. List **any four** Qualities of Good Brand Name. (BL1, CO2)
- Q2. A. i) List and explain the Nature of marketing. (BL1, CO1) (4)
- ii) State **any two** functions of Branding? (BL1, CO2) (1)
- OR**
- Q2. A. iii) List and explain the 7 P's of Marketing. (BL1, CO1) (4)
- iv) State **any two** functions of Labelling. (BL1, CO2) (1)
- Q2. B.i) Explain in brief the Marketing Philosophies. (BL1, CO1) (5)
- ii) What is Green Marketing? (BL1, CO3) (2)
- Q3.A. i) Explain **any four** types of Digital marketing. (BL2, CO3) (4)
- ii) Explain the Socio cultural Environment. (BL2, CO1) (1)
- OR**
- Q3.A iii) Explain **any four** importance of Rural marketing. (BL2, CO3) (4)
- iv). Explain **any one** Need for studying consumer behaviour. (BL2, CO1) (1)
- Q3.B. i) Explain with the help of a diagram the different stages of the Product Life Cycle and describe what typically happens to sales and profits during each stage. (BL2, CO2) (5)
- ii) Explain **any two** Objectives of consumer protection act 1986. (BL2, CO4) (2)

P.T.O.

