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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) O3.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)

Q4.A. i) Explain in brief any three rights and three responsibilities of a consumer. (BL2, CO4) (3)

ii) Explain **any two** types of Consumer Products. (BL2, CO2) (2)

OR

Q4.A. iii) Explain in brief **any three** Ethical Issues In Marketing. (BL2, CO4) (3)

iv) With the help of a suitable example explain **any one** channel of distribution. (BL2, CO2) (2)

Q4.B.i) Briefly explain the Pricing Strategies of a Product. (BL2, CO2) (5)

ii) Briefly Explain **any one** importance of Marketing. (BL2, CO1) (2)

Q.5.A. i) Apply the steps of the consumer buying process to a situation where a person is purchasing a new smartphone. Describe how they would go through each stage. (BL3, CO1) (4)

ii) "A company wants to enhance its product's visibility on store shelves. Which function of packaging would you recommend they focus on, and how would it benefit their product?" (BL3, CO2) (1)

OR

- Q.5.A. iii) Apply your understanding of the factors influencing consumer buying decisions by explaining how a college student might consider social and personal factors when choosing a new laptop. What specific aspects might they take into account? (BL3, CO1) (4)
 - iv) "Select any one component of the promotion mix and describe how you would implement it in a marketing campaign for a new product." (BL3, CO2) (1)
- Q.5.B.i) Given a small business that sells handmade jewelry, decide which marketing strategy traditional or digital would be more effective and explain how you would apply that strategy to promote the business. Consider factors such as target audience, budget, and reach. (BL3, CO3) (5)
- Q.5.B.ii) you are tasked with selling a new brand of athletic shoes aimed at young athletes. Describe two specific strategies you would use to choose the best Place to market and sell these shoes.

 Justify your choices based on the target audience, visibility and accessibility. (BL3, CO2) (2)

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