

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY BCA, Semester-I, Semester End Examination, November 2023
Marketing for Beginners COM-133 (OA-38, NEP-2020)

Duration: 2 Hour

Max Marks: 60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

iii) Start each question on fresh page.

iv) There is internal choice for question from Q.3 to Q.5.

Q.1. Answer the following in not more than 40 words.

(6x2 Marks = 12)

- a) Identity any two need for studying consumer behaviour.
- b) State the scope of marketing.
- c) Describe any two features of Advertising.
- d) Define any one types of Distribution channel.
- e) Recall the concept of social marketing.
- f) Define Influencer marketing.

Q.2. A. State the importance of marketing environment.

(06 Marks)

Q.2. B. Define product and the classification of products.

(06 Marks)

Q.3. A. Explain the 7P's in the Marketing Mix, and how each component plays a role in forming a robust marketing strategy.

(06 Marks)

Q.3. B. Comprehend the meaning of digital marketing and its various types being employed in contemporary business practices.

(06 Marks)

OR

Q.3. C. Explain the functions of Branding.

(06 Marks)

Q.4. A. Discuss the concept of the product life cycle and discuss how it influences the marketing strategies of businesses.

(06 Marks)

Q.4. B. Summarize the factors influencing consumer buying decisions.

(06 Marks)

OR

Q.4. C. Interpret the concept of green marketing, its distinctive features and provide relevant example.

(06 Marks)

Q.5. A. Consumer Protection Act of 1986 protect the rights and interests of a consumer. "Ms. Sarah Johnson" is in a situation where she encounters a faulty product purchased from "Global Electronics Inc.". Illustrate the rights provided to a consumer under this act.

(06 Marks)

Q.5. B. Micro-environmental factors directly impact the operations and strategies of a company. Illustrate the Micro-environmental factors and their practical influence on the company.

(06 Marks)

OR

Q.5. C. "Eco-Fresh Organics," a company specializing in organic food product. Provide the details of different pricing strategy that the company can employ to effectively position its products in the market.

(06 Marks)