

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)**