SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA
F.Y. B.C.A Semester-I End Examination, October/November 2026

COM-133 MARKETING FOR BEGINNERS

Duration: 2 hours **Total Marks: 60**

Instructions:

1. All questions are compulsory, however internal choice is available in question

2. Figures to the right indicate maximum marks allotted to the questions

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Q.1.Answer the following **(6X2=12)**

I. Define selling.
II. Write short note on Marketing Mix.
III. Define the concept of branding
IV. Describe 4 classifications of product
V. What is marketing for service?
VI. Describe social marketing

Q.2.A. Describe the different marketing philosophies **(06)**

B. Describe functions of good packaging. **(06)**

Q3.A. Explain different types of pricing strategies with suitable examples. **(06)**

B. Discuss the functions of Digital marketing. **(06)**

OR

C. Explain green marketing and its advantages and disadvantages for businesses and consumers. **(06)**

Q.4.A. Discuss different stages of consumer buying process and explain how each stage influences the final purchase decision. **(06)**

B. Explain different types of distribution channels with suitable examples **(06)**

OR

C. Explain the need of consumer behavior. **(06)**

Q5. A. A company is facing several ethical challenges in its marketing activities. Apply your knowledge to discuss different ethical issues in marketing. **(06)**

B. A company must understand its marketing environment to make better decision. Apply the concept to demonstrate its importance in marketing strategies. **(06)**

OR

C. A company is launching a new product and wants to create an effective label. Apply your knowledge and discuss the functions of good labelling. **(06)**