

**M.E.S. Vasant Joshi College of Arts & Commerce, Zuarinagar Goa**  
**B.A. Semester-I End Assessment (as per OA-38), October/November 2024**  
**Multidisciplinary Course: Marketing for Beginners (COM-133)**

**Instructions:**

1. Question Paper consists of a total of five questions with all questions carrying equal marks.
2. Q.No.1 and Q.No.2 are compulsory.
3. Internal choice in Q.No.3 to Q.No.5 is provided.
4. Figures to the right indicate maximum marks allotted.

**DURATION: 2 HOURS**

**TOTAL MARKS: 60 MARKS**

- Q. No. 1. State and define the following. (6 x 2 = 12 Marks)
- i. Consumer behaviour
  - ii. Marketing Environment
  - iii. Pricing
  - iv. Promotion
  - v. Rural marketing
  - vi. Green marketing
- Q.2 A. Describe the various marketing philosophies. 6 Marks
- Q.2 B. Explain the various factors influencing consumer buying decisions. 6 Marks
- Q.3 A. How do organizations decide about the various types of promotion? 6 Marks
- Q.3 B. How do organizations develop strategies with respect to its pricing of products? 6 Marks
- OR**
- Q.3 C. Demonstrate the various stages in Product Life Cycle. 6 Marks
- Q.4 A. Examine the concept of consumerism and need for consumer protection. 6 Marks
- Q.4 B. Analyze the concepts of Influencer marketing, Relationship marketing, and Social marketing. 6 Marks
- OR**
- Q.4 C. Analyze the Legal Issues in marketing. 6 Marks
- Q.5 A. Critically examine the scope of marketing for services. 6 Marks
- Q.5 B. Analyse and explain the qualities of a good brand name. 6 Marks
- OR**
- Q.5 C. Interpret the various benefits of digital marketing for the organization. 6 Marks