

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. Meaning of Marketing.
 - ii. Concept of Marketing Environment
 - iii. Meaning of Product
 - iv. Concept of Promotion
 - v. Concept of Digital Marketing
 - vi. Meaning of Marketing for Services
- Q.2 A. Describe the 7P's of Marketing Mix. 6 Marks
- Q.2 B. Explain the various stages in consumer buying decision process. 6 Marks
- Q.3 A. How do organizations decide the brand name with reference to various qualities of a good brand name? 6 Marks
- Q.3 B. Demonstrate the various stages in Product Life Cycle. 6 Marks
- OR**
- Q.3 C. How do organizations develop strategies with respect to its distribution channels? 6 Marks
- Q.4 A. Examine the various benefits of digital marketing for the organization. 6 Marks
- Q.4 B. Analyze the concepts of Green marketing, social marketing, and Rural marketing. 6 Marks
- OR**
- Q.4 C. Analyze the Legal Issues in marketing. 6 Marks
- Q.5 A. Critically examine the need for understanding the consumer behaviour. 6 Marks
- Q.5 B. A company is planning to launch a new product in a highly competitive market. As a product manager, you are tasked with setting a suitable price for the product. Analyse and explain the factors affecting the price of a product. 6 Marks
- OR**
- Q.5 C. Interpret the ethical issues in marketing. 6 Marks