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Total No. of Pages : 1

B.B.A. (Part - III) (Semester - V) Examination, November- 2016
RECENT TRENDS IN MARKETING (Paper - I)

Sub. Code : 43953

Day and Date : Saturday, 19 - 11 - 2016

Total Marks : 40

Time : 12.00 p.m. to 02.00 p.m.

- Instructions :**
- 1) All the questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is MIS? Explain component of MIS in detail. [14]

OR

What is rural marketing? Explain problems of rural marketing in detail.

Q2) Write Shorts Answers (Any Two) [16]

- a) What is direct marketing? Explain forms of direct marketing in detail
- b) Define CRM? Explain changing nature of CRM in brief
- c) Explain in detail- Segmenting & Targeting of rural market
- d) What is marketing communication? Explain process of integrated marketing communication in detail.

Q3) Write Short Notes (Any Two) [10]

- a) E-CRM
 - b) Benefits of MIS
 - c) Customer Delight
 - d) Reasons for growth of rural market
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