

Seat No.	
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BBA (Part - III) (Semester - V) Examination, Nov. - 2013**RECENT TRENDS IN MARKETING****Sub. Code: 43953**

Day and Date : Tuesday, 19 - 11 - 2013

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

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

Q1) What is rural marketing? Explain the major reasons for growing rural markets. [14]

OR

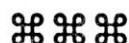
What do you understand the term customer relationship management? What are the dangers of customer dissatisfaction and delight.

Q2) Write short answers (Any Two) : [2 × 8 = 16]

- Explain the various forms of Direct marketing.
- What are the components of MIS? And explain.
- Explain the process of Integrated Marketing communication.
- Explain the problems in rural marketing.

Q3) Write short note (Any two) : [2 × 5 = 10]

- Customer strategy for building customer relationship.
- e-CRM
- Future medium of communication.
- Benefits of MIS.



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Total No. of Pages : 2

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BBA (Part - III) (Semester - V) Examination, March - 2014

RECENT TRENDS IN MARKETING(Paper - I)

Sub. Code : 43953

Day and Date :Thursday, 27 - 03 - 2014

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

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

Q1) What do you understand the term customer relationship Management ?
Explain the various strategies practised by organizations for building
customer relationships. [14]

OR

Explain the concept of Rural Marketing, And discuss the reasons for growth
of Rural Market.

Q2) Write short answers (any-two) [2×8=16]

- a) Explain the different forms of direct marketing programmes.
- b) Explain needs and benefits of MIS.
- c) What is Marketing communication ? Explain the process of Integrated marketing communication
- d) Define rural marketing ? Explain the various Problems in Rural Marketing .

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[2×5=10]

Q3) Write short notes (any-two)

- a) Future medium of communication
- b) Difference between Rural and Urban markets
- c) Marketing Information System
- d) Customer delight.



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