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B.B.A. (Part - III) (Semester - V) Examination, April - 2015**RECENT TRENDS IN MARKETING****Sub. Code : 43953****Day and Date : Friday, 17 - 04 - 2015****Total Marks : 40****Time : 03.00 p.m. to 05.00 p.m.**

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

Q1) Define rural marketing. Explain the segmentation and targeting in rural markets. **[14]**

OR

The future of marketing would have more thrust on WEBS and Internet-discuss.

Q2) Write short answers (any two): **[16]**

- a) The promotion tools advertisement and personal selling are contradictory to each other-comment.
- b) What strategic options marketer has for building customer relationship?
- c) Explain the reasons for growth of rural markets.
- d) Define MIS and explain in detail components of MIS.

Q3) Write Short Notes (any two): **[10]**

- a) Customer Delight.
- b) Problems in Rural Marketing.
- c) e-CRM.
- d) Benefits of MIS.

