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B.B.A. (Part - III) (Semester - V) Examination, April - 2016

RECENT TRENDS IN MARKETING (Paper - I)

Sub. Code : 43953

Day and Date : Monday, 25 - 04 - 2016

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) What is CRM? Explain strategy for building customer relationship. [14]

OR

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

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

- a) What is MIS? Explain Need of MIS in detail
- b) Explain in detail future medium of marketing communication
- c) Explain in detail - Segmenting & Targeting of rural market
- d) What is Direct Marketing? Explain its importance in detail.

Q3) Write short notes (any two) [10]

- a) Component of MIS
- b) Problems in rural marketing
- c) Web & Internet Marketing
- d) CRM

