

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]**

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

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

- a) Customer strategy for building customer relationship.
- b) e-CRM
- c) Future medium of communication.
- d) Benefits of MIS.

