

**B – 285**

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**B.B.A. (Part - III) (Semester - V) Examination, October - 2017**

**RECENT TRENDS IN MARKETING (Paper - I)**

**Sub. Code : 43953**

**Day and Date : Wednesday, 25 - 10 - 2017**

**Total Marks : 40**

**Time : 03.00 p.m. to 05.00 p.m.**

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

**Q1) What is the need for Marketing Information System? Enumerate the benefits of Marketing Information System? [14]**

**OR**

Explain the benefits of future medium of communication viz. WEB and Internet?

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

- a) Explain the meaning and changing nature of customer relationship?
- b) What are the forms of Direct Marketing?
- c) What is Rural marketing?
- d) Explain rural market segmentation?

**Q3) Write short notes (Any two) : [10]**

- a) Customer delight.
- b) Process of Integrated Marketing Communication.
- c) e - CRM.
- d) Factors determining Marketing communication Mix.

