

Seat No.	
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**B.B.A (Part - III) (Semester - V) Examination, October - 2015****RECENT TRENDS IN MARKETING (Paper - I)****Sub. Code : 43953****Day and Date : Wednesday, 28 - 10 - 2015****Total Marks : 40****Time : 12.00 noon.to 2.00 p.m.**

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

**Q1)** What is the meaning of Marketing communication? Explain in detail the Integrated Marketing Communication process? **[14]**

**OR**

Explain the Customer strategy to build customer relationship?

**Q2)** Write short answers (Any two) **[16]**

- a) What are the different elements of Marketing Information System?
- b) Explain the concept e-CRM?
- c) Enumerate the problems in Rural marketing?
- d) What do you mean by Customer delight?

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

- a) Reasons for growth of Rural marketing
- b) Need for MIS
- c) Targeting in Rural markets
- d) Future medium of communication - WEB and Internet

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