

H-482

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Seat No.	
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B.B.A. (Part - III) (Semester - VI) Examination, 2013

RECENT TRENDS IN MARKETING (Paper - II)

Sub. Code : 43963

Day and Date :

Total Marks : 40

Time : 3:00 p.m. to 6:00 p.m.

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

Q1) What is Global marketing? Explain the alternative market entry strategies for global marketers. **[14]**

OR

What do you understand online marketing? Explain the merits and demerits of online marketing.

Q2) Write short answers (**any Two**) **[8 × 2 = 16]**

- a) Define retailing. Explain the types of retailing.
- b) Explain in detail Ethics in marketing.
- c) Discuss the retailing scene in India.
- d) Discuss the emotional and Experiential marketing.

Q3) Write short notes (**any Two**) **[5 × 2 = 10]**

- a) Difference between domestic and global marketing.
- b) Online marketing domains.
- c) Consumerism.
- d) Retail Management Activities.

