

Seat No.	
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BBA (Part - III) (Semester - VI) Examination, April - 2015
RECENT TRENDS IN MARKETING (Paper - II) (Regular)
Sub. Code : 43963

Day and Date : Wednesday, 08 - 04 - 2015

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

- Instructions : 1) All Questions are compulsory.
 2) Figures to the right indicate full marks.

Q1) What do you understand by the term "Retailing"? Explain the types of retailing. [14]

OR

Explain the concept of Online Marketing and discuss the merits & demerits of online marketing.

Q2) Write short Answers (Any Two) : [2 × 8 = 16]

- Explain the global marketing Environment.
- What is Ethics in marketing? Explain the Ethical and un ethical practices in marketing.
- Define Retailing. Explain the Retail Management Activities.
- Explain the product & price-mix strategy for global marketing.

Q3) Write short notes (Any Two) : [2 × 5 = 10]

- Emotional marketing.
- Online marketing Domains.
- Retailing scene in India.
- Difference between domestic and global marketing.

