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B.B.A (Part - III) (Semester - VI) Examination, April - 2016
RECENT TRENDS IN MARKETING (Paper - II)

Sub. Code : 43963

Day and Date : Wednesday, 13 - 04 - 2016

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

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

Q1) What is Online Marketing? Explain its merits & demerits in detail. [14]

OR

What is retailing? Explain types of retailing in detail.

Q2) Write short Answers (Any Two) [16]

- a) What is Global marketing? Explain objectives of global marketing in detail.
- b) Explain in detail - Characteristics of retailing.
- c) Explain in detail - Holistic marketing.
- d) Explain in detail - Ethics in marketing.

Q3) Write short notes (Any Two) [10]

- a) Emotional Marketing
- b) Domestic marketing
- c) Consumerism
- d) Retail management activities.

