

SA - 535

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B.B.A. (Part - III) (Semester - VI) Examination, April - 2018
RECENT TRENDS IN MARKETING (Paper - II)

Sub. Code : 43963

Day and Date : Wednesday, 18 - 04 - 2018

Total Marks : 40

Time : 12.00 noon to 02.00 p.m.

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

Q1) What is online marketing? Explain Merits of online marketing with example. [14]

OR

Define Retailing? Explain Functions of retailing with suitable example.

Q2) Write Short Answers (Any two) : [16]

- a) Explain Holistic Marketing in brief.
- b) Discuss-global marketing environment with example.
- c) Elaborate-Future Medium of marketing communication in brief
- d) Explain Problems in Rural Marketing.

Q3) Short Notes (Any 2) : [10]

- a) Retailing Scene in India.
- b) Retailing characteristics.
- c) Event Marketing.
- d) Objectives of global marketing

