

E-326

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Seat No.	
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B.B.A. (Part - III) (Semester - VI)
Examination, November - 2016
RECENT TRENDS IN MARKETING (Paper - II)
Sub. Code : 43963

Day and Date : Wednesday, 9 - 11 - 2016

Total Marks : 40

Time : 3.00 p.m. to 5.00 p.m.

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

Q1) What is Global Marketing? Explain marketing mix strategy for global marketing. [14]

OR

What is retailing? Explain function & characteristics of retailing in detail.

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

- a) What is online marketing? Explain merits of online marketing in detail.
- b) What is holistic marketing? Explain elements of holistic marketing in detail.
- c) Explain in detail - Types of retailing.
- d) Explain in detail - Ethics in marketing.

Q3) Write Short Notes (Any Two): [10]

- a) Global Marketing Environment.
- b) Demerits online marketing.
- c) Event Marketing.
- d) Domestic Marketing.

