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B.B.A. (Part - III) (Semester - VI) Examination, October - 2017
RECENT TRENDS IN MARKETING (Paper - II)

Sub. Code : 43963

Day and Date : Tuesday, 10 - 10 - 2017

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 is Retail Marketing? Explains retail strategies in today's era. [14]

OR

What is Global Marketing? Distinguish between global marketing and domestic marketing.

Q2) Write short answers (any two) : [16]

- a) Explain in brief global marketing environment.
- b) Explain briefly merits and demerits of online marketing.
- c) Narrate the concept of Emotional marketing.
- d) Discuss the ethical marketing practices.

Q3) Write note on (any two) : [10]

- a) Consumerism
- b) Setting Online marketing presence
- c) Experimental Marketing
- d) Retail Marketing Functions

