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| Seat No. | |
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B.B.A. (Part - III) (Semester - V) Examination, April - 2018
RECENT TRENDS IN MARKETING (Paper - I)

Sub. Code : 43953

Day and Date : Thursday, 26 - 04 - 2018

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

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

Q1) Outline need and Benefits of marketing information system. [14]

OR

Explain -changing nature of Customer relationship with suitable example.

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

- a) Reasons for growth of Rural Market.
- b) Discuss-Customer strategy for building customer relationship.
- c) Explain Forms of Direct Marketing in brief
- d) Explain Factors determining Marketing Communication Mix

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

- a) STP for rural market
- b) MIS Characteristics
- c) Customer dissatisfaction
- d) Internet marketing

