

Seat No.	
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BBA (Part - III) (Semester - V) Examination, March - 2014**RECENT TRENDS IN MARKETING(Paper - I)****Sub. Code : 43953**

Day and Date :Thursday, 27 - 03 - 2014

Total Marks : 40

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

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

Q1) What do you understand the term customer relationship Management ? Explain the various strategies practised by organizations for building customer relationships. [14]

OR

Explain the concept of Rural Marketing, And discuss the reasons for growth of Rural Market.

Q2) Write short answers (any-two) [2×8=16]

- a) Explain the different forms of direct marketing programmes.
- b) Explain needs and benefits of MIS.
- c) What is Marketing communication ? Explain the process of Integrated marketing communication
- d) Define rural marketing ? Explain the various Problems in Rural Marketing .

P.T.O.

Q3) Write short notes (any-two)

- a) Future medium of communication
- b) Difference between Rural and Urban markets
- c) Marketing Information System
- d) Customer delight.

