

Seat No.	
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**B.B.A. (Part - III) (Semester - V) Examination, November - 2014**

**RECENT TRENDS IN MARKETING (Paper - I)**

**Sub. Code : 43953**

**Day and Date : Monday, 10 - 11 - 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 is rural marketing? Explain the reasons for growth of rural markets.[14]**

**OR**

Marketing information system is the backbone of decision making for marketing manager - discuss.

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

- a) Explain in short the future medium of communications in marketing.
- b) Explain the various problems in rural marketing.
- c) Define CRM and enumerate the nature of CRM.
- d) Elaborate in detail the components of promotion mix.

**Q3) Write short notes (any two) : [10]**

- a) Customer Dissatisfaction
- b) Customer Delight
- c) e-CRM
- d) Marketing Intelligence

