

Seat No.	
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B.B.A. (Part - III) (Semester - V) Examination, April - 2017
RECENT TRENDS IN MARKETING (Paper - I)
Sub. Code : 43953

Day and Date : Saturday, 22 - 04 - 2017

Total Marks : 40

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

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

Q1) What is Direct Marketing? Explain forms of Direct Marketing in detail.[14]

OR

Explain in detail - Segmenting & Targeting of rural market.

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

- a) What is MIS? Explain Component of MIS in detail.
- b) Explain in detail process of integrated marketing communication.
- c) Explain in detail problems in rural marketing.
- d) What is CRM? Explain customer dissatisfaction & delight in brief.

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

- a) Component of MIS
- b) Characteristics of rural marketing
- c) Marketing Communication mix
- d) Customer relation

