

Seat No.	
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B.B.A.(Part - III)(Semester - VI) Examination, April -2017
Recent Trends in Marketing (Paper-II)(Revised)
Sub. Code : 43963

Day and Date : Wednesday, 12 - 4 - 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 experiential marketing? As a marketer what steps would you take to improve experiential marketing? [14]

OR

Explain the steps company should adopt for setting up an online marketing presence

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

- Explain the term emotional marketing with an example**
- Depict the present scenario of retailing in India.**
- International marketing is different than domestic marketing-comment**
- Enumerate online marketing domains**

Q3) Write short notes (Any Two) [10]

- Functions of Retailing**
- Holistic Marketing**
- Ethical Marketing**
- Global Marketing Environment**

