

Seat No.	
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B.B.A (Part - III) (Semester - VI) Examination, November - 2015
RECENT TRENDS IN MARKETING (Paper - II)
Sub. Code : 43963

Day and Date : Thursday, 05 - 11 - 2015

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) Explain in detail the concept of holistic marketing. **[14]**

OR

What is global marketing? Explain marketing mix strategies for global marketing.

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

- a) Narrate the concept consumerism with examples from India
- b) Explain reasons behind adopting ethical marketing
- c) Enumerate the online marketing domains
- d) What constitute the global marketing environment?

Q3) Write Short notes (any two) **[10]**

- a) Reasons for Global Marketing
- b) Event Marketing
- c) Experiential Marketing
- d) Characteristics of Retailing

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