

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-2016)**

SUBJECT CODE : 15CM/AE/RT45

**B.Sc./B.C.A./B.S.W. DEGREE EXAMINATION APRIL 2017
FOURTH SEMESTER**

**COURSE : ALLIED ELECTIVE
PAPER : RECENT TRENDS IN MARKETING
TIME : 3 HOURS**

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS:

(10 x 2 = 20)

1. Define the term marketing.
2. Who is a consumer?
3. What is online marketing?
4. What is portal?
5. What is green marketing?
6. What do you mean by social media marketing?
7. What is Rural marketing?
8. What is viral marketing?
9. What is MIS?
10. What is customer Relationship management (CRM)?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Explain the various Current trends in marketing.
12. What are the different types of internet marketing?
13. What are reasons for growth of mobile marketing?
14. Explain the phases of green marketing.
15. What are the role of social media marketing?
16. Explain the components of IMC.
17. Explain the benefits MIS.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the benefits of Internet marketing.
19. Discuss the advantages of green marketing.
20. Explain the features of Rural marketing.
21. Explain the main reasons for customer dissatisfaction.
