

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

**SUBJECT CODE : 15CM/AE/RT45**

**B.Sc./B.C.A./B.S.W. DEGREE EXAMINATION APRIL 2019  
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 Marketing.
2. What is meant by Green Marketing?
3. What is Pay per Click Advertising?
4. Write a note on social marketing.
5. What is search engine optimization?
6. What is Email marketing?
7. State the meaning of viral marketing.
8. What is mobile advertising?
9. Define marketing mix.
10. What is MIS?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 x 8 = 40)**

11. Discuss the strengths and weaknesses of mobile marketing with suitable examples.
12. Explain the characteristics of rural marketing,
13. What is online marketing? Explain the advantages of online marketing,
14. State the objectives of marketing.
15. What are the considerations of social marketing?
16. Explain the need of MIS in detail.
17. List out the advantages of adopting green marketing.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Discuss the recent trends in online marketing.
19. What is rural marketing? Explain the reasons for growth of rural markets.
20. Explain the core concepts of marketing.
21. What do you understand by customer relationship management? What are the dangers of customer dissatisfaction?

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