

SEAT No. _____

No. of Printed Pages. 1

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SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR

BCOM (SIXTH SEMESTER)



CURRENT TRENDS IN MARKETING (UB06ECOM06)

DATE: 26/7/23

TIME:- 10.00 am to 12.00 pm

TOTAL MARKS:-60

Q.1) Explain the principles of viral marketing (15)

OR

Q.1) Explain in brief the advantages of viral marketing (15)

Q.2) Write a detail note on Mobile Marketing process (15)

OR

Q.2) Explain social media tools with example (15)

Q.3) Write a note on :- APEDA (15)

OR

Q.3) Define agricultural marketing and give the classification of agricultural markets (15)

Q.4) Define guerrilla marketing and briefly discuss the sixteen monumental approach (15)

OR

Q.4) Discuss the need of guerrilla marketing (15)

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