

[A-16]

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY
B.COM. SEMESTER-VI (CBCS) EXAMINATION

Thursday, 7th April, 2016

10.30 am to 12.30 pm

CURRENT TRENDS IN MARKETING - UB06ECOM06

Total marks: 60

Note: 1. All questions have internal options.
2. Figures to the right indicate full marks.

- Q.1 Define Viral Marketing. Explain the Principles of Viral Marketing in detail. 15
- OR
- Q.1 Write a note on 15
1. Benefits of Viral Marketing
 2. Limitations of Viral Marketing
- Q.2 Explain the Difference between Commercial Marketing & Social Marketing. 15
- OR
- Q.2 Write a note on 15
1. M-Marketing Process
 2. Significance of Social Marketing
- Q.3 Define Agricultural Marketing. Discuss the various classification of Agricultural Markets in detail. 15
- OR
- Q.3 Write a note on
1. Stages of Growth of Indian Agriculture 06
 2. Methods of Sale of Agriculture Products 09
- Q.4 Define Guerilla Marketing. Explain the Sixteen Monumental Approaches of Guerilla Marketing. 15
- OR
- Q.4 Write a note on
1. Difference between Traditional Marketing & Guerilla Marketing 10
 2. Need for Guerilla Marketing 05
