

[44]

SEAT No. _____

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR
BCOM (SIXTH SEMESTER) 2018-19
Current Trends in Marketing (UB06ECOM06)
4th APRIL, 2019, THURSDAY
2.00 TO 4.00 P.M**

TOTAL MARKS:- 60

NOTE: - Figures to the right indicate marks

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

OR

Q.1) Discuss the benefits and limitations of viral marketing. (15)

Q.2) Write a note on tools of social media marketing. (15)

OR

Q.2) Explain the process of mobile marketing. (15)

Q.3) Write a note on classification of agricultural markets. (15)

OR

Q.3) What is agricultural marketing and explain the stages of growth of Indian agriculture. (15)

Q.4) Differentiate between Traditional marketing V/S Guerilla marketing (15)

OR

Q.4) Discuss the Sixteen Monumental Approach of Guerilla Marketing. (15)

— X —
①