

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

[76]

SARDAR PATEL UNIVERSITY  
BCOM (Sixth Semester) CBCS Examination  
9<sup>th</sup> April, 2018, Monday  
2.00 p.m. to 4.00 p.m.  
Current Trends in marketing (UB06ECOM06)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) Define viral marketing and discuss the benefits and limitations of the same. (15)

OR

Q.1) Write a note on principles of viral marketing. (15)

Q.2) Explain the Social Marketing and Social change Tools (15)

OR

Q.2) Discuss mobile marketing process in detail. (15)

Q.3) Write a note on Classification of Agricultural markets (15)

OR

Q.3) Discuss 1) APEDA 2) NAFED (15)

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

OR

Q.4) Explain Sixteen Monumental Approach in Guerilla Marketing. (15)

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