

Second Semester FYUGP Degree (Reg) Examination April  
2026

KU2DSCBBA105 - RECENT TRENDS IN MARKETING  
2025 Admission onwards

Time : 1.5 hours.

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. List Four P's in Marketing
2. Explain the consumer oriented definition of Marketing
3. What is online marketing
4. List out the Digital Marketing platforms
5. What is Kiosk Marketing
6. State any 3 benefits of influencer marketing
7. State any 3 features of Social media marketing
8. What do you mean by Video Sharing Platform

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the features of E-mail Marketing
10. How Kiosk Marketing helps in Modern marketing
11. Explain the features of Green Marketing
12. Explain the process of Social Media Marketing
13. Explain different social networking sites.
14. Explain the various disadvantages of Social Networking sit

Section C

Answer any 1 questions. Each carry 14 marks.

15. Define Marketing Mix and Analyse its elements
16. Discuss the need and importance of Digital Marketing