

Reg No:.....
Name :.....

K25FY2398 B

Second Semester FYUGP Management Studies Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCBBA105 (RECENT TRENDS IN MARKETING)
(DATE OF EXAM: 30-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. State any three advantages of Digital Marketing 3
2. What is Digital marketing 3
3. List out 3 disadvantages of Social media marketing 3
4. State any 3 features of Social media marketing 3
5. List out three examples of Messaging Paltform 3
6. What is E-Mail Marketing 3
7. State three R's in Influencer marketing 3
8. What is influencer marketing 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. How to start a social media marketing 6
10. Explain different social networking sites. 6
11. Explain the various disadvantages of Social Networking sit 6
12. How Kiosk Marketing helps in Modern marketing 6
13. Explain the features of E-mail Marketing 6
14. Explain the benefits of Influencer Marketing 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Define Marketing Mix and Analyse its elements 14
16. Discuss various internal and external factors affecting business decisions, 14
17. Discuss the need and importance of Digital Marketing 14