

**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. What is online marketing
2. What is Search Engine Optimisation
3. What do you mean by Marketing
4. What is Product concept in Marketing Mix
5. List out 3 examples of social media marketing
6. What is Social voting and commenting platform
7. What is E-Mail Marketing
8. What is Chatbot marketing

Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the advantages of social media marketing
10. List the features of Social media marketing
11. Explain different social networking sites.
12. Explain the features of Kiosk Marketing
13. Explain the benefits of Influencer Marketing
14. Explain the 3 R's of Influencer Marketing

Section C

Answer any 1 questions. Each carry 14 marks.

15. Traditional Marketing uses offline channels and Digital Marketing uses online channels –Comment by specifying the difference between Traditional and Digital marketing
16. Discuss various internal and external factors affecting business decisions,