

**Ph.D. Course Work-2018B**  
**3<sup>rd</sup> Sessional**  
**Recent Development in Business Administration**  
**(PhD-103)**

**Duration: 1Hr.**

**Full Marks: 30**

**(Answer *any three* from the following)**

1. What is Training? Differentiate it from Development. Explain the need and basic purposes of Training in an organization. (2+3+5)
2. Write short notes on any two- (5+5)
  - a. E-Marketing
  - b. International Marketing
  - c. Not-for –profit Marketing
3. What are the challenges posed by Rural markets to marketers of FMCG products? Support your answer with examples. (10)
4. Discuss the problems related to financial resources faced by entrepreneur. How would you give a suggestion for the same? (10)
5. What were the pros and cons related to ‘Digital payment system’ as compared to cash system? (10)

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