

24803930



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Reg. No.....

Name.....

**FIVE YEAR B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION
JULY 2024**

Seventh Semester

FB 19—MARKETING MANAGEMENT

(2020 Admissions—Regular/2018 and 2019 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five of the following questions.

Each question carries 3 marks.

1. Narrate the perceptions behind Direct Marketing.
2. What do you mean by "Market Positioning" ?
3. Distinguish between De-Marketing and Re-Marketing.
4. Define Marketing Management.
5. State the factors to be considered for "Packaging and Labelling."
6. Narrate the meaning of Social Marketing.

(5 × 3 = 15)

Part B

Answer any three questions.

Each question carries 10 marks.

7. Discuss the concepts of marketing and elaborate its functions.
8. Evaluate the factors influencing pricing of a product.
9. Explain the need and concepts of Market segmentation. Also examine its benefits.
10. What do you mean by consumer behaviour in Buying motive ? Also elucidate the factors influencing consumer buying decision.

(3 × 10 = 30)

Turn over





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Part C

Answer any two of the following questions.

Each question carries 15 marks.

11. What do you mean by Supply Chain Management ? Discuss the elements and importance of supply chain management.
12. Define Marketing. Discuss the emerging trends in Marketing highlighting the techniques of modern marketing.
13. Describe "Product Development" and "Product Mix" with its penetration. Also examine its stages and importance.

(2 × 15 = 30)

