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Reg. No.....

Name.....

**FIVE YEAR B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION
FEBRUARY 2026**

Seventh Semester

FB 17—MARKETING MANAGEMENT

(2022 Admissions—Regular/2018 to 2021 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. Explain production concept of marketing.
2. What is **Branding** ?
3. Define **Meta Marketing**.
4. **Distinguish** between promotion and sales promotion.
5. Explain Marketing Mix.
6. Explain two strategies used in 'Growth' stage of Product Life Cycle.

(5 × 3 = 15 marks)

Part B

Answer any three questions.

Each question carries 10 marks.

7. Examine the objectives of pricing.
8. Explain a channel of distribution starting with production.
9. Introduce Brand Equity. What are its components ?
10. "Logistics is a chief component of Supply Chain Management". Analyse the statement and explain.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

11. Substantiate the modern trends in marketing.
12. Define Market Segmentation. Explain the bases in which segmentation can be done ?
13. Write notes on :
 - (1) Product mix ;
 - (2) Brand Equity ; and
 - (3) Mass Marketing

(2 × 15 = 30 marks)