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Reg. No.....

Name.....

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

MARCH 2025

Seventh Semester

FB 19—MARKETING MANAGEMENT

(2021 Admissions—Regular/2018 to 2020 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five of the following questions.

Each question carries 3 marks.

1. Define Marketing.
2. Give the concept of Market Segmentation
3. Specify two factors affecting the Channel of Distribution.
4. What do you mean by Pricing Policies ?
5. Narrate the meaning of Social Marketing.
6. Give the features of Service Marketing.

(5 × 3 = 15 marks)

Part B

Answer any three of the following questions.

Each question carries 10 marks.

7. Explain the elements of Supply Chain Management.
8. Discuss the emerging trends in Marketing.
9. State the significance of pricing of a product and also mention the different types of pricing of a product.
10. Narrate the techniques involved in Market Positioning.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two of the following questions.

Each question carries 15 marks.

11. Discuss the factors influencing Consumer Buying Decisions.
12. State the elements to be considered at the time of Pricing of products.
13. Enumerate the concept of Marketing and its application.

(2 × 15 = 30 marks)