2024

PRODUCT AND PRICING MANAGEMENT AND MARKETING COMMUNICATION — HONOURS

Paper : DSE-5.2 MH

Full Marks : 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Module - I

[Product and Pricing Management]

(Marks : 40)

Group - A

1. Answer *any four* questions : 4×4

   (a) Mention the important features of 'Growth Stage' of PLC.

   (b) Briefly explain any two importance of Marketing Mix.

   (c) State two merits and demerits each of BCG Model.

   (d) State the benefits of packaging.

   (e) Briefly discuss the legal aspects of packaging.

   (f) Describe, in brief, the features of a good brand.

Group - B

2. Answer *any three* questions :

   (a) Describe the role of various micro-environmental factors in marketing. 8

   (b) What is Segmentation? Briefly explain different bases of segmenting a specific market. 2+6

   (c) Give various reasons for failure of a New Product. 8

   (d) Explain the objectives of pricing. 8

   (e) Write a note on 'Service Pricing'. 8

Please Turn Over

(0833)

Module - II

[Marketing Communication]

(Marks : 40)

Group - A

3. Answer *any four* questions :   4×4

   (a) State the salient features of advertising.

   (b) Write a short note on advertising budget.

   (c) Discuss the 5M's of advertising.

   (d) Enlighten the concept of 'Push and Pull' strategy of sales promotion.

   (e) Briefly explain the role played by sales force of a company.

   (f) Mention any four consumer sales promotion techniques.

Group - B

4. Answer *any three* questions :   8×3

   (a) Write a note on prospects of Digital Marketing in India.

   (b) Briefly state the various barriers in Marketing Communication.

   (c) Give a brief note on different types of media.

   (d) Explain legal and ethical aspects of advertising.

   (e) Distinguish between Advertising Agency and Advertising Department.

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