

2021

**PRODUCT AND PRICING MANAGEMENT AND MARKETING
COMMUNICATION—HONOURS**

Paper : DSE–5.2M

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

(Marks 40)

(Product and Pricing Management)

1. Answer *any four* questions:

10×4

- (a) State different stages of Product Life Cycle.
- (b) Discuss the importance of Market Segmentation.
- (c) Briefly discuss the major stages of New Product Development.
- (d) What are the Legal and Ethical aspects of Packaging?
- (e) Briefly discuss the different pricing strategies.
- (f) Write short notes on:
 - (i) Product Portfolio
 - (ii) Brand Positioning
- (g) State the determining factors of effective pricing.
- (h) Explain the role of demographic environmental factors in Marketing.

Module-II

(Marks 40)

(Marketing Communication)

2. Answer *any four* questions:

10×4

- (a) State the steps involved in the process of communication.
- (b) Briefly discuss the importance of advertising in marketing.

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- (c) State briefly different types of media used in Advertising.
 - (d) State the legal and ethical aspects of Advertising.
 - (e) What are various limitations of Sales Promotion? Describe.
 - (f) Write short notes on:
 - (i) Advertising Appeal
 - (ii) Digital Marketing
 - (g) State the Economic aspects of Advertising.
 - (h) Briefly discuss different Sales Promotion techniques.
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