

2020

**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 & Pricing Management)

1. Answer *any four* questions :

10×4

- (a) State the importance of Product in Marketing Mix.
- (b) Briefly discuss different stages of Product Life Cycle.
- (c) State briefly the Micro-environmental factors.
- (d) Discuss the bases for Market Segmentation.
- (e) State different stages of New Product Development.
- (f) Discuss Legal and Ethical aspects of Packaging.
- (g) Briefly discuss different Pricing Methods.
- (h) What is the importance of Branding?

Module - II

(Marks 40)

(Marketing Communication)

2. Answer *any four* questions :

- (a) State the steps involved in the process of Communication. 10
 - (b) Discuss the barriers to Marketing Communication. 10
 - (c) What are the functions of Advertising? 10
 - (d) Briefly state different types of Advertising. 10
 - (e) Discuss different types of Media used for Advertising. 10
 - (f) Write notes on : (i) Media Planning and (ii) Headline 5+5
 - (g) State briefly different Sales Promotion Techniques. 10
 - (h) Discuss the role of Sales Force. 10
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