

2020

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

Sixth Paper

(M-32-A)

(Marketing Group)

Full Marks : 100

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)

Group - A

Answer *any two* questions

5×2

1. (a) What do you mean by 'Product Portfolio'?

Or,

Mention the various levels of a product.

- (b) Define 'Branding'.

Or,

What do you mean by 'Brand Image'?

- (c) Why do the producers go for branding?
(d) What do you mean by 'Brand Loyalty'?
(e) Give any two examples of 'Family Brand'.

Or,

What do you mean by 'Repositioning'?

Group - B

2. Answer *any two* questions :

10×2

- (a) Explain the concept of 'Product Life Cycle'.
(b) Draw any two shapes of product life cycle.
(c) Mention any two characteristics of 'Maturity Stage' of product life cycle.

Please Turn Over

- (d) Discuss the reasons for failure of a new product.
- (e) Discuss the various ways of 'New-product Idea Generation'.
- (f) Discuss the concept of 'Product Differentiation'.
- (g) Explain the importance of packaging in marketing of a product.
- (h) Explain the various packaging strategies generally used in marketing.

Group - C

3. Answer **any one** of the following questions : 20×1
- (a) Explain, in detail, the various factors determining effectiveness of price.
 - (b) Discuss, in detail, the various pricing methods generally used by the marketers.

**Module - II
(Marketing Communication)**

Group - A

4. Answer **any two** questions : 5×2
- (a) What do you mean by 'Advertising'?
 - (b) What do you mean by 'Advertising Appeal'?
 - (c) Define 'Campaign Planning'.
 - (d) Mention any two features of 'Headline'.
 - (e) What are the different types of 'Copy'?
 - (f) Why 'Illustration' is used in advertising?
 - (g) Mention any two features of 'Radio Advertisement'.
 - (h) Mention two main advantages of 'Internet Advertising'.

Group - B

5. Answer **any two** questions : 10×2
- (a) Discuss the steps involved in the process of communication with a suitable diagram.

Or,

Explain the basic objectives of 'Marketing Communication'.

- (b) Discuss the nature of 'Sales Promotion'.

Or,

Explain the limitations of 'Sales Promotion'.

(3)

- (c) Discuss the important functions of sales promotion.
- (d) Discuss the economic aspects of advertising.

Or,

Mention the various types of advertising.

- (e) Explain the concept of 'Advertising Budget'.

Group - C

- 6.** Answer *any one* of the following questions : 20×1
- (a) Write notes on :
 - (i) Role of Media
 - (ii) Legal and Ethical Aspects of Advertising. 20
 - (b) Write notes on :
 - (i) Media Planning and Scheduling
 - (ii) Client and Agency Relationship. 20
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