

2021

**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

1. Answer the following questions :

2×5

(a) What do you mean by 'New Product'?

Or,

State any two assumptions of Product Life Cycle.

(b) Why do the producers go for Branding?

Or,

Define 'Umbrella Branding'.

(c) Mention any two features of a good brand.

Or,

Define the term 'Brand Loyalty'.

(d) What do you mean by 'Brand Repositioning'?

(e) What do you mean by 'Trademark'?

Group - B

2. Answer the following questions :

5×5

(a) Draw any two shapes of Product Life Cycle (PLC).

Or,

Mention any two features of 'Decline Stage' of PLC.

Please Turn Over

(b) State any two factors that are assessed in Test Marketing.

Or,

Briefly explain any two methods issued in Test Marketing of new products.

(c) Discuss the reasons for failure of a new product.

Or,

Explain any two methods of screening of 'New Product'.

(d) Describe the process of new product development decision.

(e) Discuss the legal aspects of packaging.

Or,

Distinguish between Packing Notes and Packing Lists.

Group - C

3. Answer the following questions :

(a) Explain the various objectives of pricing.

(b) Discuss the factors determining effectiveness of price.

7+8

Or,

(a) Explain the concept of 'Service Pricing'.

(b) State the concept of 'Regulatory Price Environment'.

7+8

Module - II

(Marketing Communication)

Group - A

4. Answer the following questions :

2×5

(a) What do you mean by 'Marketing Communication'?

Or,

Define 'Communication Mix'.

(b) State any two principles of effective communication.

(c) Mention any two functions of Sales promotion.

Or,

What do you mean by consumer sales promotion?

(3)

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- (d) What do you mean by Trade Sales Promotion?
- (e) Mention any two features of 'Television Advertisement'.

Or,

Mention any two features of 'Newspaper Advertisement'.

Group - B

5. Answer the following questions :

5×5

- (a) Discuss the objectives of advertising.

Or,

Discuss the steps involved in advertising Process.

- (b) Describe the barriers to marketing communication.
- (c) Explain any two methods of advertising budget.
- (d) Explain the concept of 'Media Scheduling'.

Or,

Explain the concept of 'Media Planning'.

- (e) What are the major functions of advertising agency?

Or,

Explain the ethical aspects of advertising.

Group - C

6. Answer the following questions :

- (a) Write notes on (*any three*) :

5×3

- (i) Sales Contest
- (ii) Coupons
- (iii) Rebate
- (iv) Free gifts
- (v) Lucky Draw.

Or,

- (b) Explain the nature and limitations of sales promotion.

10+5
