

**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?

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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

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