

**2022**

**COMMERCE**

**Paper : DSE-406C**

**(Product Management and Marketing of Services)**

**Full Marks : 40**

*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 Management)**

Answer *any two* questions.

1. (a) Briefly classify different types of product.  
(b) Explain in your own words the four components of product mix. Illustrate your answer with the help of an example. 3+(5+2)
2. (a) Discuss any five approaches of brand positioning strategy.  
(b) How does individual branding differ from family branding? Explain in light of an example. 7+3
3. (a) Describe the process of brand building.  
(b) Discuss the major brand re-launch/re-positioning strategies. 4+6
4. Write short notes on *any two* : 5+5
  - (a) Levels of product
  - (b) Co-branding
  - (c) Perceptual mapping
  - (d) Competitive strategy of leader and follower.

**Module - II**

**(Marketing of Services)**

Answer *any two* questions.

5. (a) Define service marketing.  
(b) Discuss the factors affecting the growth of service industry. 2+8

**Please Turn Over**

6. (a) Explain with appropriate examples the concept of Service Marketing Triangle.  
(b) What are the major characteristics of services?  
(c) Explain briefly the concept of service as an independent product. 5+3+2
7. Discuss the GAP model/service quality model emphasizing on the 5 GAPS. 10
8. Write short notes on *any two* : 5+5
- (a) Service Quality
  - (b) Components of service marketing mix
  - (c) Service standardization
  - (d) Importance of service industry as a tool for economic growth.
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