

2022

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

Paper : DSE-5.2MH

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

[Product and Pricing Management]

(Marks : 40)

Group - A

1. Answer *any four* questions : 4×4
- (a) Explain the reasons for failure of a new product.
 - (b) Discuss, in brief, the importance of product in marketing mix.
 - (c) State briefly, the micro-environmental factors of marketing environment.
 - (d) Mention the various levels of a product.
 - (e) Explain the importance of branding in marketing.
 - (f) Briefly discuss the importance of pricing.

Group - B

2. Answer *any three* questions : 8×3
- (a) State the strategies related to different stages of Product-Life-Cycle.
 - (b) Discuss the various features of a good brand.
 - (c) Briefly discuss different stages of New Product Development.
 - (d) State the Legal and Ethical aspects of Packaging.
 - (e) Discuss the different Pricing Methods.

Please Turn Over

Module - II

[Marketing Communication]

(Marks : 40)

Group - A

3. Answer *any four* questions :

4×4

- (a) Define 'Marketing Communication'.
- (b) State the features of effective communication.
- (c) Explain the concept of communication mix.
- (d) Point out the barriers in marketing communication.
- (e) State the basic objectives of advertising.
- (f) Discuss the concept of 'Media planning'.

Group - B

4. Answer *any three* questions :

8×3

- (a) Describe the basic principles of marketing communication.
 - (b) Discuss the various functions of advertising.
 - (c) State the features of a good advertisement copy.
 - (d) Discuss the major functions of an advertising agency.
 - (e) Describe the nature and functions of sales promotion.
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