

**2024**

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

**Paper : DSE-5.2 MH**

**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) Mention the important features of 'Growth Stage' of PLC.
- (b) Briefly explain any two importance of Marketing Mix.
- (c) State two merits and demerits each of BCG Model.
- (d) State the benefits of packaging.
- (e) Briefly discuss the legal aspects of packaging.
- (f) Describe, in brief, the features of a good brand.

**Group - B**

2. Answer *any three* questions :

- (a) Describe the role of various micro-environmental factors in marketing. 8
- (b) What is Segmentation? Briefly explain different bases of segmenting a specific market. 2+6
- (c) Give various reasons for failure of a New Product. 8
- (d) Explain the objectives of pricing. 8
- (e) Write a note on 'Service Pricing'. 8

**Please Turn Over**

**(0833)**

**Module - II**

**[Marketing Communication]**

**(Marks : 40)**

**Group - A**

3. Answer *any four* questions :

4×4

- (a) State the salient features of advertising.
- (b) Write a short note on advertising budget.
- (c) Discuss the 5M's of advertising.
- (d) Enlighten the concept of 'Push and Pull' strategy of sales promotion.
- (e) Briefly explain the role played by sales force of a company.
- (f) Mention any four consumer sales promotion techniques.

**Group - B**

4. Answer *any three* questions :

8×3

- (a) Write a note on prospects of Digital Marketing in India.
  - (b) Briefly state the various barriers in Marketing Communication.
  - (c) Give a brief note on different types of media.
  - (d) Explain legal and ethical aspects of advertising.
  - (e) Distinguish between Advertising Agency and Advertising Department.
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