

2025

COMMERCE

Paper : DSE-406C

[Product Management and Marketing of Services (PMMS)]

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

Answer *any two* questions.

1. (a) Make a comparative analysis of the different Competitive Marketing Strategies adopted by Market Leaders and Followers.
(b) Mention the different competitive positions that a firm can occupy. 7+3
2. (a) Discuss, in brief, any four branding techniques.
(b) What is brand name selection? 8+2
3. (a) Explain the bases for Product Line Extension.
(b) What are depth, length and breadth of the product portfolio in Product Mix decision? 4+6
4. Write short notes on the following (*any two*) : 5×2
 - (a) Brand Positioning
 - (b) Consumer Products
 - (c) Industrial Products
 - (d) Brand Re-launch.

Module - II

Answer *any two* questions.

5. What are the distinctive characteristics of services? How do they impact the marketing strategies of service firms? 6+4
6. Explain the 7Ps of service marketing mix. How are they different from the traditional 4Ps of product marketing? 7+3

Please Turn Over

(1626)

7. Discuss the concept of service quality. What are the dimensions of service quality according to the SERVQUAL model? 4+6
8. Write short notes on (*any two*) : 5×2
- (a) Servicescape
 - (b) Service Marketing Triangle
 - (c) Classification of services
 - (d) Role of technology in service delivery.
-