

**2025**

**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) What is Product Management?  
(b) Briefly discuss the different types of Industrial Products.  
(c) Differentiate between differentiated product and augmented product. 2+4+4
2. (a) Distinguish between Product Line and Product Mix, giving suitable examples.  
(b) Explain the different bases for product line extension.  
(c) Mention the various product line decisions. 4+4+2
3. (a) Explain, in brief, the various dimensions of product mix decisions.  
(b) Discuss the different types of brand positioning strategies. 4+6
4. Write short notes on *any two* : 5×2
  - (a) Strategies for a Leader
  - (b) Strategies for a Challenger
  - (c) Brand repositioning
  - (d) Convenience products.

**Module - II**

**(Marketing of Services)**

Answer *any two* questions.

5. (a) What are Services? Discuss the distinctive features of Services.  
(b) What is Service Differentiation? (2+6)+2

**Please Turn Over**

**(3100)**

6. (a) Discuss the concept of Service Quality with all its features.  
(b) Explain the dimensions of SERVQUAL Model. 5+5
7. (a) What is Service Marketing Mix? Explain the 7P's of Service Marketing Mix.  
(b) Define Standardization. (2+6)+2
8. Write short notes on *any two* : 5×2
- (a) Growth of service industry in India
  - (b) Services Marketing Triangle
  - (c) Components of Standardization
  - (d) Marketing Myopia.
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