

**2025**

**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) Briefly state the concept of 'Product Life Cycle'.
  - (b) Explain the concept of 'Product Differentiation'.
  - (c) Point out the various stages in the consumer adoption process.
  - (d) Explain, with examples, the concept of 'Family Branding'.
  - (e) Distinguish between a 'Trade mark' and a 'Brand'.
  - (f) Explain the essential elements of a good package.

**Group - B**

2. Answer *any three* questions : 8×3
- (a) Discuss the marketing implications of the growth stage of Product Life Cycle.
  - (b) Explain the role of socio-economic environmental factors in marketing.
  - (c) Discuss the various steps involved in the development of a new product.
  - (d) State the importance of pricing in consumer decision making process.
  - (e) Write an explanatory note on the determining factors of effective pricing.

**Please Turn Over**

**(4279)**

**Module - II**

**[Marketing Communication]**

**(Marks : 40)**

**Group - A**

3. Answer *any four* questions :

4×4

- (a) Explain the significance of communication in marketing.
- (b) State the barriers to marketing communication.
- (c) Write a note on 'Digital Marketing'.
- (d) State the role of 'Advertising Appeal' in the process of advertising.
- (e) Compare between print media and electronic media.
- (f) What do you understand by 'Media Planning'?

**Group - B**

4. Answer *any three* questions :

8×3

- (a) Explain the various functions of advertising.
  - (b) Discuss the economic aspects of advertising.
  - (c) State the role of advertising department in marketing communication.
  - (d) Explain the nature of sales promotion.
  - (e) Discuss the role of sales force in sales promotion.
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