

2026

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

Answer **any two** questions.

1. Explain product line and product mix decisions in detail. How do these decisions influence a firm's marketing strategy? 10
2. (a) Explain the steps involved in brand-building process.
(b) What is brand equity? Mention its importance. 6+4
3. (a) Differentiate between convenience products and speciality products.
(b) What is a niche market? Why do firms adopt niche strategies?
(c) What is brand positioning? Give one example. 3+4+(2+1)
4. Write short notes on **any two** of the following : 5×2
 - (a) Individual branding versus Family branding
 - (b) Brand Extension
 - (c) Strategies adopted by market challengers
 - (d) Various competitive positions a firm can occupy.

Module - II

Answer **any two** questions.

5. (a) Discuss the characteristics of services and their marketing implications.
(b) Distinguish between goods and services. 6+4
6. Discuss the Services Marketing Mix (7P's) in detail with suitable examples from the banking sector. 10

Please Turn Over

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7. (a) Explain the contributory factors responsible for the growth of the service economy.
(b) Discuss the concept of service differentiation and its significance. 5+5
8. Write short notes on *any two* of the following : 5×2
- (a) GAPS model
 - (b) Service blueprinting
 - (c) Service as independent product and product support
 - (d) Service quality dimensions.
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