

**2021**

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

**Paper : DSE–5.2M**

**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**

**(Marks 40)**

**(Product and Pricing Management)**

**1. Answer *any four* questions:**

**10×4**

- (a) State different stages of Product Life Cycle.
- (b) Discuss the importance of Market Segmentation.
- (c) Briefly discuss the major stages of New Product Development.
- (d) What are the Legal and Ethical aspects of Packaging?
- (e) Briefly discuss the different pricing strategies.
- (f) Write short notes on:
  - (i) Product Portfolio
  - (ii) Brand Positioning
- (g) State the determining factors of effective pricing.
- (h) Explain the role of demographic environmental factors in Marketing.

**Module-II**

**(Marks 40)**

**(Marketing Communication)**

**2. Answer *any four* questions:**

**10×4**

- (a) State the steps involved in the process of communication.
- (b) Briefly discuss the importance of advertising in marketing.

**Please Turn Over**

- (c) State briefly different types of media used in Advertising.
  - (d) State the legal and ethical aspects of Advertising.
  - (e) What are various limitations of Sales Promotion? Describe.
  - (f) Write short notes on:
    - (i) Advertising Appeal
    - (ii) Digital Marketing
  - (g) State the Economic aspects of Advertising.
  - (h) Briefly discuss different Sales Promotion techniques.
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