N(III)-Product & Pricing Mgmt. & Mrktg. Comm.-H-6(M-32-A)

2020

PRODUCT AND PRICING MANAGEMENT AND MARKETING COMMUNICATION — HONOURS

Sixth Paper

(M-32-A)

(Marketing Group)

Full Marks : 100

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)

Group - A

Answer any two questions

1. (a) What do you mean by 'Product Portfolio'?

Or,

Mention the various levels of a product.

(b) Define 'Branding'.

Or,

What do you mean by 'Brand Image'?

- (c) Why do the producers go for branding?
- (d) What do you mean by 'Brand Loyalty'?
- (e) Give any two examples of 'Family Brand'.

Or,

What do you mean by 'Repositioning'?

Group - B

2. Answer any two questions :

- (a) Explain the concept of 'Product Life Cycle'.
- (b) Draw any two shapes of product life cycle.
- (c) Mention any two characteristics of 'Maturity Stage' of product life cycle.

Please Turn Over

10×2

5×2

(d) Discuss the reasons for failure of a new product.

- (e) Discuss the various ways of 'New-product Idea Generation'.
- (f) Discuss the concept of 'Product Differentiation'.
- (g) Explain the importance of packaging in marketing of a product.
- (h) Explain the various packaging strategies generally used in marketing.

Group - C

(2)

- 3. Answer any one of the following questions :
 - (a) Explain, in detail, the various factors determining effectiveness of price.
 - (b) Discuss, in detail, the various pricing methods generally used by the marketers.

Module - II

(Marketing Communication)

Group - A

4. Answer *any two* questions :

- (a) What do you mean by 'Advertising'?
- (b) What do you mean by 'Advertising Appeal'?
- (c) Define 'Campaign Planning'.
- (d) Mention any two features of 'Headline'.
- (e) What are the different types of 'Copy'?
- (f) Why 'Illustration' is used in advertising?
- (g) Mention any two features of 'Radio Advertisement'.
- (h) Mention two main advantages of 'Internet Advertising'.

Group - B

5. Answer any two questions :

(a) Discuss the steps involved in the process of communication with a suitable diagram.

Or,

Explain the basic objectives of 'Marketing Communication'.

(b) Discuss the nature of 'Sales Promotion'.

Or,

Explain the limitations of 'Sales Promotion'.

10×2

5×2

20×1

(3)	N(III)-Product & Pricing Mgmt. & Mrktg. CommH-6(M-32-A)
(c) Discuss the important functions of sales promotion.	
(d) Discuss the economic aspects of advertising.	
Or,	
Mention the various types of advertising.	
(e) Explain the concept of 'Advertising Budget'.	
Group - C	
6. Answer any one of the following questions :	20×1
(a) Write notes on :	
(i) Role of Media	
(ii) Legal and Ethical Aspects of Advertising.	20
(b) Write notes on :	
(i) Media Planning and Scheduling	
(ii) Client and Agency Relationship.	20