



WEST BENGAL STATE UNIVERSITY
B.Com. Programme 5th Semester Examination, 2020 held in 2021



FACGDSE04T-B.COM. (DSE1)

PRODUCT & PRICING MANAGEMENT AND MARKETING COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What is Product?
2. State the classification of Services.
3. What do you mean by Brand Positioning?
4. Highlight the different elements of product mix.
5. What is Price Cartel?
6. What is meant by Advertising Appeal?
7. Define the term “Consumer Contests”.
8. What is Product Consistency?
9. Define the term “Publicity”.
10. What is Test Marketing?
11. Name the different levels of product.
12. What is Media Scheduling?
13. How do you define Packaging?
14. What is Media Planning?
15. What is Package Aesthetics?

GROUP-B

Answer any four questions from the following

5×4 = 20

16. State the features of Product Life Cycle.
17. Explain briefly the legal aspects of Packaging.
18. Write a note on – Resale Price Maintenance.
19. State the new trends in Marketing Communication Process.
20. Distinguish between Advertising and Publicity.
21. Mention the Objectives of Pricing Strategy.
22. How can we measure the impact of Media Scheduling?
23. Why is it important to measure Advertisement Effectiveness?
24. Distinguish between Branding and Packaging.
25. State the importance of Marketing Communication.
26. Discuss the limitations of Sales Promotion.
27. Write a short note on – Campaign Planning.

GROUP-C

Answer any two questions from the following

10×2 = 20

28. What is a product Life Cycle? Explain briefly the stages involved in a Product Life Cycle.
29. What do you mean by a New Product? Briefly explain the stages involved in a New Product Development.
30. What is Pricing Strategy? Discuss the principal methods of pricing.
31. Define Communication process. Enumerate the barriers to Marketing Communication.
32. What is an effective Advertisement? Summarize the legal and ethical issues in Advertising.
33. Define Sales Promotion. Explain briefly the various tools and techniques used in Sales Promotion.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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