



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 5th Semester Examination, 2021-22

FACADSE04T-B.COM. (DSE1/2)

PRODUCT AND PRICING MANAGEMENT AND MARKETING COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
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 do you mean by service?
2. Point out two differences between a product and a service.
3. What do you mean by length of product mix?
4. Point out two advantages of packaging.
5. What is a new product?
6. Mention two advantages of test marketing.
7. What is packing notes?
8. What is follower positioning?
9. Mention two importance of branding.
10. What is 'headline' in an advertising copy?
11. What is an ad media?
12. What do you mean by price cartel?
13. What is a premium plan?
14. Name two types of ad media with one merit of each.
15. What is a sales contest?

GROUP-B

Answer any four questions from the following

5×4 = 20

16. Discuss the importance of product.
17. Explain five pricing methods.
18. Write a short note on "Ad campaign planning".
19. Discuss the concept of "regulatory price environment".

20. Write a short note on “packaging aesthetics”.
21. Discuss the functions of sales promotion.
22. Discuss the concepts of media planning and media scheduling.
23. What are the barriers to marketing communication?
24. Explain the levels of product.
25. Write a short note on “consumer contests”.
26. What is sample distribution?
27. Briefly discuss the concept of price-off.

GROUP-C

Answer any two questions from the following

10×2 = 20

28. Explain Product Life Cycle and its stages. 10
29. What is Marketing Mix? What are its elements? 3+7
30. Discuss Boston Consultancy Group (BCG) matrix. 10
31. What are the reasons of new product failure? What are the advantages of Test Marketing? 5+5
32. Briefly discuss the marketing communication mix with reference to each of its elements. 10
33. Discuss about the legal and ethical aspects of advertising. 10

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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