



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

**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. Define Product.
2. What is a service?
3. What do you mean by width of product mix?
4. Point out two advantages of branding.
5. What is a new product?
6. Mention two advantages of test marketing.
7. What is package aesthetics?
8. What is leader positioning?
9. Mention two importance of pricing.
10. What is 'illustration' in advertising?
11. What is sales promotion?
12. What is a price cartel?
13. What is a sales force?
14. Name two factors which govern pricing of a product.
15. What is a consumer sweepstakes?

**GROUP-B**

**Answer any four questions from the following**

5×4 = 20

16. Discuss the characteristics of product.
17. Briefly explain the levels of product.
18. Write a short note on "product failure".
19. Discuss the advantages of branding.

20. Write a short note on “packaging notes and packaging lists”.
21. Discuss the functions of advertising.
22. Differentiate between media planning and media scheduling.
23. What are the functions of sales promotion?
24. Explain five major advertising media.
25. Write a short note on “personal selling”.
26. What is a premium plan?
27. Briefly discuss the functions of the advertising department.

**GROUP-C**

**Answer any *two* questions from the following**

10×2 = 20

28. Discuss about the concept of marketing mix and its elements.
29. What is Product Life Cycle (PLC)? Discuss its stages.
30. Discuss the stages of New Product Development.
31. Discuss the various aspects of service pricing.
32. Briefly discuss the elements of a Print Advertising copy.
33. Discuss about four popular methods of 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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