

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What do you mean by product lifecycle? Explain in detail the stages of product life cycle?
- Q.24 What is a pricing strategy? Explain different pricing strategies used by companies?
- Q.25 What do you mean by branding and positioning? Also explain the importance of branding of a product.

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4th Semester/ DBM Marketing Subject : Product & Price Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 When a company determines the price of a product based on market price, it is known as _____.
- a) Cost-plus pricing b) Target profit pricing
c) Going-rate pricing d) All of the above
- Q.2 While setting the price of a product, marketers
- a) Select the pricing objective
b) Estimate demand of the product
c) Analyze competitors' prices
d) All of the above
- Q.3 A good brand name is :
- a) Easy to memorize b) Easy to pronounce
c) Easy to recognize d) All of the above

- Q.4 What does 'T' stand for in SWOT analysis?
 a) Trust b) Threats
 c) Time d) None of the above
- Q.5 When the sellers keep the price of their products just below the round numbers (like Rs. 499, Rs. 999 etc.) it is known as:
 a) Above the cost pricing
 b) Psychological Pricing
 c) Below the cost pricing
 d) None of the above
- Q.6 Which of these is/are stages of new product development?
 a) Idea Generation b) Business Analysis
 c) Test Marketing d) All of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 _____ is the only element in marketing mix which generates revenue for the selling firm. (Price/Place)
- Q.8 If a seller charges more than the perceived value of product, sales will _____ (Increase/ decrease)
- Q.9 Price elasticity of demand is calculated by dividing the percentage change in quantity demanded by percentage change in own price of the commodity. (True/False)

(2)

226742-M

- Q.10 _____ is the last stage of product life cycle. (Introduction/ Decline)
- Q.11 Brand equity has no relationship with pricing decisions of a firm. (True/ False)
- Q.12 In global pricing decision, a seller must see the respective currency valuations. (True/ False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Explain in brief main determinants of price of a product?
- Q.14 Write a short note on various price tactics used by companies.
- Q.15 Briefly explain price elasticity of demand.
- Q.16 Explain in brief different levels of a product.
- Q.17 Write a short note on “pricing decisions” of a firm.
- Q.18 Write a short note on Product Portfolio Management.
- Q.19 What is brand equity?
- Q.20 What is psychological pricing?
- Q.21 What are some ethical considerations that should be kept in mind while deciding price of a product?
- Q.22 Write a short note on 'global pricing considerations'.

(3)

226742-M