Solution:

No, the value of a bond depends upon the face value and the coupon rate.

The selling value of a bond is majorly dependent on the yield to maturity (YTM) which is basically the market rate for the similar bonds.

If market rate > coupon rate, then the bond sells at discount. The company receives lower dividend.

If market rate < coupon rate, the bond sells at premium. The company receives more than the face value.