

- Q.20 What do you understand by psychological pricing?
Explain in detail?
- Q.21 Write a brief note on different stages of new product development.
- Q.22 What do you understand by market competition?
Explain in detail.

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4th Sem./ DBM Marketing

Subject : Product and Price Management

Time : 3 Hrs.

M.M. : 60

SECTION-D

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

- Q.23 Define price. Explain in detail the determinants of price.
- Q.24 What do you mean by product life cycle? Explain different stages of product life cycle in detail.
- Q.25 What do you understand by brand? Write a note on the process of brand development.

SECTION-A

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

- Q.1 Careful brand management looks to build product related to _____.
 a) Target customer b) Competitors
 c) Profit d) None of the above
- Q.2 The _____ relates to extra benefit that a brand offers to its customers.
 a) Entire positioning b) Innovation
 c) Point of difference d) None of the above
- Q.3 The most basic level of a product is called _____.
 a) Fundamental product
 b) Core product
 c) New product
 d) Competitive product

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- Q.4 Calculate your cost and add a mark-up is a pricing policy, known as
- Cost-plus pricing
 - Competitive pricing
 - Price skimming
 - Value based pricing
- Q.5 Which of the following effects price elasticity of demand.
- Availability of substitute
 - Urgency of demand
 - Both a and b
 - None of the above
- Q.6 Brands are born out of following strategies.
- Segmentation and differentiation
 - Promotion
 - Supply chain
 - None of the above

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$

- Q.7 Brand value is an intangible asset. (True/False)
- Q.8 Brand knowledge refers to brand positioning. (True/False)

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- Q.9 Umbrella strategy gives benefit of premium pricing. (True/False)
- Q.10 Sales promotion is very effective tool in introductory stage of PLC. (True/False)
- Q.11 Law of the land is not at all considered while setting global pricing. (True/False)
- Q.12 Discount in price is a component of sales promotion. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. $(8 \times 4 = 32)$

- Q.13 Write a brief note on ethical considerations in pricing decisions.
- Q.14 What do you understand by pricing decision at the time of new market entry? Explain in detail.
- Q.15 Write a detail note on price elasticity of demand.
- Q.16 What are different strategies for managing price change? Explain in detail.
- Q.17 Write a detail note on competition-based pricing strategy.
- Q.18 Write a detail note on bundle pricing tactics.
- Q.19 Bring out the impact of price elasticity on pricing decision.

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