

Model questionpaper  
Class: B.Com(Hons) Sem VI

Sub: C14 – Principles of Marketing

Group-A

(Objective Type Questions)

Answer all the questions:

समूह-अ  
(वस्तुनिष्ठप्रकारकेप्रश्न)  
सभीप्रश्नोकेउत्तरदे:

1. Select the correct answer of the following questions:

2x10 =20

निम्नलिखितप्रश्नोकेसहीउत्तरकाचयनकरे:

a) The strategy of introducing a product with high introductory price is called:

उच्चपरिचयात्मकमूल्यवालेउत्पादकोपेशकरनेकीरणनीतिकोकहाजाताहै:

- |                         |                        |
|-------------------------|------------------------|
| i. Penetration strategy | i। प्रवेशकीरणनीति      |
| ii. Skimming strategy   | ii। स्क्रीमिंगकीरणनीति |
| iii. Pull strategy      | iii। खींचोरणनीति       |
| iv. Push strategy       | iv। पुशरणनीति          |

Ans ii

b) The concept of 4 P's as element of marketing mix was given by:

विपणनमिश्रणकेतत्वकेरूपमें4पीकीअवधारणानिम्नलिखितद्वारादीगईथी:

- |                   |               |
|-------------------|---------------|
| i. Philip Kotler  | i। फिलिपकोटलर |
| ii. W.J.Stanton   | ii। स्टैंटन   |
| iii. E.J.McCarthy | iii। मैकार्थी |

# Salesmanagement N6 Questionpaper

**Jiyuan Zhang**



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## **Table of Contents Salesmanagement N6 Questionpaper**

1. Understanding the eBook Salesmanagement N6 Questionpaper
  - The Rise of Digital Reading Salesmanagement N6 Questionpaper
  - Advantages of eBooks Over Traditional Books
2. Identifying Salesmanagement N6 Questionpaper
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Salesmanagement N6 Questionpaper
  - User-Friendly Interface
4. Exploring eBook Recommendations from Salesmanagement N6 Questionpaper

- Personalized Recommendations
- Salesmanagement N6 Questionpaper User Reviews and Ratings
- Salesmanagement N6 Questionpaper and Bestseller Lists
- 5. Accessing Salesmanagement N6 Questionpaper Free and Paid eBooks
  - Salesmanagement N6 Questionpaper Public Domain eBooks
  - Salesmanagement N6 Questionpaper eBook Subscription Services
  - Salesmanagement N6 Questionpaper Budget-Friendly Options
- 6. Navigating Salesmanagement N6 Questionpaper eBook Formats
  - ePub, PDF, MOBI, and More
  - Salesmanagement N6 Questionpaper Compatibility with Devices
  - Salesmanagement N6 Questionpaper Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Salesmanagement N6 Questionpaper
  - Highlighting and Note-Taking Salesmanagement N6 Questionpaper
  - Interactive Elements Salesmanagement N6 Questionpaper
- 8. Staying Engaged with Salesmanagement N6 Questionpaper
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Salesmanagement N6 Questionpaper
- 9. Balancing eBooks and Physical Books Salesmanagement N6 Questionpaper
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Salesmanagement N6 Questionpaper
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Salesmanagement N6 Questionpaper
  - Setting Reading Goals Salesmanagement N6 Questionpaper
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Salesmanagement N6 Questionpaper

- Fact-Checking eBook Content of Salesmanagement N6 Questionpaper
- Distinguishing Credible Sources

### 13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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