Model questionpaper Class: B.Com(Hons) Sem VI Sub: C14 - Principles of Marketing

Group-A

(Objective Type Questions)

Answer all the questions:

समूहअ

(वस्तुनिष्ठप्रकारकेप्रश्न)

सभीप्रश्लोकेउत्तरदें:

1. Select the correct answer of the following questions:

 $2 \times 10 = 20$ 

निम्नलिखितप्रश्लॉकेसहीउत्तरकाचयनकरें:

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

उच्चपरिचयात्मकमूल्यवालेउत्पादकोपेशकरनेकीरणनीतिकोकहाजाताहै:

i. Penetration strategy i । प्रवेशकीरणनीति

ii. Skimming strategy ii । स्कीइंगकीरणनीति

III. Pull strategy iii । खींचोरणनीति

iv. Push strategy iv । पुशरणनीति

Ansii

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

विपणनमिश्रणकेतत्वकेरूपमें४पीकीअवधारणानिम्नलिखितद्वारादीगईथी:

i. Philip Kotler i ।फिलिपकोटलर

॥. W.J.Stanton ॥।स्टेंटन

iii. E.J.McCarthy iii।मैकार्थी

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