

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 |

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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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