

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

L Cohen



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Salesmanagement N6 Questionpaper Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Salesmanagement N6 Questionpaper**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence. Throughout this critique, we will delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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