

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)
सभीप्रश्नोंकेउत्तरदे:

1. Select the correct answer of the following questions:

2x10 =20

निम्नलिखितप्रश्नोंकेसहीउत्तरकाचयनकरे:

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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Ian Pickup



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