

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)  
सभीप्रश्नकेउत्तरदे:

1. Select the correct answer of the following questions: 2x10 =20

निम्नलिखितप्रश्नकेसहीउत्तरकाचयनकरे:

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

उच्चपरिचयात्मकमूल्यवालेउत्पादकोपेशकरनेकीरणनीतिकोकहाजाताहै:

- |                         |                      |
|-------------------------|----------------------|
| i. Penetration strategy | ii. प्रवेशकीरणनीति   |
| ii. Skimming strategy   | iii. स्कीइंगकीरणनीति |
| iii. Pull strategy      | iv. खींचोरणनीति      |
| iv. Push strategy       | v. पुशरणनीति         |

Ans ii

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

विपणनमिश्रणकेतत्वकेरूपमें4पीकीअवधारणानिम्नलिखितद्वारादीगईथी:

- |                   |                |
|-------------------|----------------|
| i. Philip Kotler  | ii. फिलिपकोटलर |
| ii. W.J.Stanton   | iii. स्टैटन    |
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