

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।स्कीइंगकीरणनीति |
| 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

G Psacharopoulos



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Eventually, you will no question discover a new experience and deed by spending more cash. yet when? attain you allow that you require to acquire those all needs with having significantly cash? Why dont you try to acquire something basic in the beginning? Thats something that will lead you to understand even more concerning the globe, experience, some places, in the manner of history, amusement, and a lot more?

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