Model questionpaper Class: B.Com(Hons) Sem VI Sub: C14 - Principles of Marketing

Group-A

(Objective Type Questions)

Answer all the questions:

समूहअ

(वस्तुनिष्ठप्रकारकेप्रश्न)

सभीप्रश्लोकेउत्तरदें:

1. Select the correct answer of the following questions:

 $2 \times 10 = 20$

निम्नलिखितप्रश्नोंकेसहीउत्तरकाचयनकरें:

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

i. Penetration strategy i । प्रवेशकीरणनीति

ii. Skimming strategy ii रिकीइंगकीरणनीति

III. Pull strategy iii । खींचोरणनीति

iv. Push strategy iv । पुशरणनीति

Ansii

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

विपणनमिश्रणकेतत्वकेरूपमें४पीकीअवधारणानिम्नलिखितद्वारादीगईथी:

i. Philip Kotler i ।फिलिपकोटलर

॥. W.J.Stanton ॥।स्टैंटन

iii. E.J.McCarthy iii।मैकार्थी

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Tobias Bleicker

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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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