

Principle of Commerce Icom Part 1 English Medium Chapter 16 Online Test

Sr	Questions	Answers Choice
1	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
2	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
3	Selling the goods in large quantity on low profit results in	A. More profit B. Less profit C. Reasonable profit D. No profit
4	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
5	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
6	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
7	Advertisement develops in consumers	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
8	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
9	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
10	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
11	To increase business, small packets of goods are and distributed among the people at	A. Less price B. Free of cost C. Original price D. More profit
12	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
13	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
14	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
15	The characteristics of a good salesman	A. Sells goods on very high prices B. Introduces goods in very good manners C. Sells goods on very low prices D. Sells goods on very high prices

		C. Sells goods on very low prices D. Tells lie with customer about the qualities product
16	A salesman remains successful in his perfession if he	A. Has intension to earn profit B. Has devotion of work C. Does not have intension to earn profit D. Tells lie more
17	A sales remains successful in his profession if he:	A. Has intension to earn profit B. Has devotion of work C. Does not have intension to ear profit D. Tells lie more
18	Due to advertisement, quality products are avail able at	A. Reasonable price B. Low price C. High price D. None of the above
19	The characteristics of a good salesman:	A. Sells goods at very high prices B. Introduces goods in very goods manners C. Sells goods on very low prices D. Tells lie with customer about the qualities of product
20	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
21	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
22	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
23	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
24	Due to advertisement:	A. Number of customer increases B. Number of customer reduces C. Number of customer remains the same D. The old customers leave
25	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
26	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
27	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
28	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
29	Due to advertisement	A. Number of customer increases B. Number of customer reduces C. Number of customer remains the same D. The old customers leave
30	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
31	To increase business, small packets of goods are and distributed among the people at:	A. Less price B. Free of cost C. Orignal prrice

