

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

Sr	Questions	Answers Choice
1	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
2	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
3	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
4	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
5	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
6	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. Tells lie with customer about the qualities product
7	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
8	Due to advertisement, quality products are available at	A. Reasonable price B. Low price C. High price D. None of the above
9	To increase business, small packets of goods are distributed among the people at	A. Less price B. Free of cost C. Original price D. More profit
10	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tension and despair D. Wastage of time
11	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
12	The characteristics of a good salesman:	A. Sells goods at very high prices B. Introduces goods in very good manners C. Sells goods on very low prices D. Tells lie with customer about the qualities of product
13	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 earn profit D. Tells lie more
14	Selling the goods in large quantity on low profit results in	A. More profit B. Less profit C. No profit D. None of the above

		C. Reasonable profit D. No profit
15	Advertisement develops in consumers	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
16	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
17	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
18	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
19	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
20	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money