

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

Sr	Questions	Answers Choice
1	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
2	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
3	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
4	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
5	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
6	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
7	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
8	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
9	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
10	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
11	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
12	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
13	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
14	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
15	A salesman 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
16	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
17	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
18	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
19	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
20	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above