

## 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	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
3	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
4	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
5	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
6	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
7	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
8	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
9	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
10	Due to advertisement, quality products are available at	A. Reasonable price B. Low price C. High price D. None of the above
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 producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
13	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
14	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil

15 The important source of sending a voice message is:  
B. Radio  
C. Video cassette  
D. None of these

---

16 The producer puts the burden of advertisement expenses on:  
A. Himself  
B. Consumers  
C. Wholesaler and retailer  
D. Both (b) and (c)

---

17 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

---

18 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

---

19 Due to advertisement, the sale of goods:  
A. Decreases  
B. Increases  
C. Remains same  
D. Both (a) and (b) are possible

---

20 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

---