

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

| Sr | Questions | Answers Choice |
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| 1 | Advertisement develops in consumers: | A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand |
| 2 | Advertisement means: | A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods |
| 3 | 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 |
| 4 | For the poor, advertisement is | A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time |
| 5 | Amount spent on advertisement is: | A. Heavy B. Less C. Reasonable D. Nil |
| 6 | Objective of the advertisement is to: | A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these |
| 7 | The advertisement | A. Increases money B. Saves money C. Is wastage of money D. Decreases money |
| 8 | Advertisement means | A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods |
| 9 | Due to advertisement, the unemployment: | A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas |
| 10 | Selling the goods in large quantity on low profit results in | A. More profit B. Less profit C. Reasonable profit D. No profit |
| 11 | One to advertisement, the sale of goods | A. Decreases B. Increases C. Remains same D. Both a and b are possible |
| 12 | 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 |
| 13 | 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 |
| 14 | Advertisement develops in consumers | A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand |

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| 15 | Due to advertisement, quality products are available at: | A. Reasonable price B. Low price C. High price D. None of the above |
| 16 | The producer puts the burden of advertisement expenses on: | A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c) |
| 17 | The advertisement: | A. Increases money B. Saves money C. Is wastage of money D. Decreases money |
| 18 | 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 |
| 19 | Due to advertisement, the sale of goods: | A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible |
| 20 | The important source of sending a voice message is | A. Television B. Radio C. Video cassette D. None of these |