

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

Sr	Questions	Answers Choice
1	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
2	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
3	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
4	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
5	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
6	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
7	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
8	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
9	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
10	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
11	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
12	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
13	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
14	Due to advertisement, quality products are avail able at	A. Reasonable price B. Low price C. High price D. None of the above

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	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
17	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
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	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
20	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand