

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	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
3	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
4	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
5	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
6	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
7	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
8	Due to advertisement, quality products are avail able at	A. Reasonable price B. Low price C. High price D. None of the above
9	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
10	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
11	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
12	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
13	Advertisement develops in consumers	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
14	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
		A. Decreases

15	Due to advertisement, the sale of goods:	B. Increases C. Remains same D. Both (a) and (b) are possible
16	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
17	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
18	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
19	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
20	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disappers