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	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
3	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
4	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
5	Selling the goods in large quantity on low profit results in	A. More profit B. Less profit C. Reasonable profit D. No profit
6	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
7	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
8	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
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	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
11	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
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	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
14	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b

15	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
16	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
17	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
18	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
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