

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

Sr	Questions	Answers Choice
1	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
2	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
3	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
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	Due to advertisement, quality products are avail able at	A. Reasonable price B. Low price C. High price D. None of the above
6	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
7	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
8	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
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	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
11	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
12	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
13	Selling the goods in large quantity on low profit results in	A. More profit B. Less profit C. Reasonable profit D. No profit
14	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
		A. Has intension to earn profit

15	A sales remains successful in his profession if he:	<b>B. Has devotion of work</b> C. Does not have intension to ear profit D. Tells lie more
16	The producer puts the burden of advertisement expenses on:	A. Himself <b>B. Consumers</b> C. Wholesaler and retailer D. Both (b) and (c)
17	Due to advertisement, quality products are available at:	A. Reasonable price <b>B. Low price</b> C. High price D. None of the above
18	Advertisement means:	A. Production of goods B. Sale of goods <b>C. Introduction of goods / products</b> D. Spoilage of goods
19	Advertisement develops in consumers	A. Temporary demand <b>B. Artificial demand</b> C. The demand of basic needs D. No demand
20	For the poor, advisement is:	A. Non-effective B. Reason of happiness <b>C. Cause of financial tention and despair</b> D. Wastage of time