

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

Sr	Questions	Answers Choice
1	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
2	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
3	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
4	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
5	Advertisement develops in consumers	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
6	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
7	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
8	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
9	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
10	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
11	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
12	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
13	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
14	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

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	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
18	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
19	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
20	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit