

## Principle of Commerce (English Medium) - 11th Class Principle of Commerce Chapter 16 Short Questions Preparation

Q1. How does advertisement reduce the cost of production.

**Ans 1:** Advertising increases the sale and producer produce at large scale, which reduces per unit cost, because so many economies can be achieved by producing at large scale.

Q2. Define Marketing.

**Ans 1:** Marketing is a management process for identifying anticipating and satisfying customers requirements profitably

Q3. What do you know about the evolution of advertisement.

**Ans 1:** In the early period, advertising was not important and used on small scale. Due to industrial revolution, when goods were produced at large scale in big factories then use of advertising increased. The producers took help from different means of advertisement to bring the product into the notice of general public

Q4. State types of channel of distribution.

**Ans 1:** i- Producer to wholesaler to retailer to consumer.

**Ans 2:** ii- Producer to retailer to consumer.

**Ans 3:** iii- Producer to consumer iv - Producer through his own retail shop to consumer

**Ans 4:** iv- Producer through agent to wholesalers to retailers to consumers.

**Ans 5:** v- Producer through agent to retailer to consumers.

Q5. List out the merits of advertisement.

**Ans 1:** 1- Employment opportunities.

**Ans 2:** 2- Expansion of market

**Ans 3:** 3- Increase in sales.

**Ans 4:** 4- Elimination of middleman 5- consumer's benefit

**Ans 5:** Change in life style

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Q6. What is the important media of advertisement.

**Ans 1:** i- News paper ii- Magazines iii- Journals iv- Radio

**Ans 2:** v- Television vi- Cinema vii- Neon signs viii- Hoardings

**Ans 3:** ix- Posters x- station display

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Q7. State the three important objectives of advertisement.

**Ans 1:** i- Retaining loyal customers.

**Ans 2:** ii- Recruiting new customers.

**Ans 3:** iii- Reducing lost customers.

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Q8. Define salesmanship.

**Ans 1:** Salesmanship is the art of presenting and offering when the prospect appreciates the need for it and then a mutually satisfactory sale follows.

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Q9. What is meant by the channels of distribution.

**Ans 1:** A channel of distribution for a product is the route taken by the title to the goods as they move from the producer to the ultimate consumer or industrial user.

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Q10. State the importance of salesmanship.

**Ans 1:** The base of modern structure of production is competition it means that the producers face competition not only in producing but also in selling goods. It is notable here that selling of goods is not an easy task, so the producers need trained staff in this regard.

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