

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

Q1. Write down the demerits of advertisment.	
Ans 1: E	Economic wastage , High prices , Monopoly ,
Ans 2: P	Promotion of social evils, Burden on consumer ,
Ans 3: N	lo expected results.
Q2. Define Marketing.	
Ans 1: N	Marketing is a management process for identifying anticipating and satisfying customers requirements probfitably
Q3. List ou	t the merits of advertisment.
Ans 1 : 1	- Employment opportunities.
Ans 2 : 2	- Expansion of market
Ans 3 : 3	- Increase in sales.
Ans 4 : 4	- Elemination of middleman 5- consumer's benefit
Ans 5: 0	Change in life style
Q4. State the three imporanta objectives of advertisment.	
Ans 1: i-	Retaining loyal customers.
Ans 2: ii	- Recruiting new customers.
Ans 3: ii	i- Reducing lost customers.
Q5. state ty	/pes 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 throught his own retailshop to consum Ans 4: iv- Producer through agent to wholesalers to cretains to consumers. **Ans 5:** v- Prodcer through agent to retailer to consumers. Q6. What do you knwo about the egvolution of advertisement. Ans 1: In the early period, adverting was not imprtant add used on small scale. Due to industrial revolution, when goods were produced at large scale in big factorire then use of advertising increased. The produces took help form diffeente means of advertisment to bring the product into the notice of general public Q7. 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 proucer to the ultimate consumere or industrial user. Q8. Defien the salesmanship. Ans 1: Salemanship is the art of presenting and offering when the prospect appreciates the need for it and then a muturally satisfactory sale follws. Q9. Does the advertisement increase employment. Ans 1: The advertisment of product is possible through advertisment agencies advertising agencies hire actors, singers, writers and cartoonists, which enhances employment opportunities. Q10. What is the important media of advertisment. Ans 1: i- News paper ii- Magazines iii- Journals iv- Radio Ans 2: v- Televison vi- Cinema vii- Neon signs viii- Hoardings Ans 3: ix- Postes x- sation display