

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

Q1. 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.

Q2. 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.

Q3. 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

Q4. 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.

Q5. 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 retailshop to consumer

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

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

Q6. 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.

Q7. Does the advertisement increase employment.

Ans 1: The advertisement of product is possible through advertisement agencies advertising agencies hire actors, singers, writers and cartoonists, which enhances employment opportunities.

Q8. List out the qualities of goods salesman.

Ans 1: i- Innovative ii- Attractive personality iii- Well dressed

Ans 2: iv- Sense of humor v- Cool minded vi- Honest and intelligent

Ans 3: vii- Perfect knowledge viii- Social ix- Creative x- Loyal

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.

Q10. 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
