

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

Sr	Questions	Answers Choice
1	Due to advertisement, quality products are available at	A. Reasonable price B. Low price C. High price D. None of the above
2	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
3	For the poor, advertisement is	A. Non-effective B. Reason of happiness C. Cause of financial tension and despair D. Wastage of time
4	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
5	The advertisement	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
6	Selling the goods in large quantity on low profit results in	A. More profit B. Less profit C. Reasonable profit D. No profit
7	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
8	The important source of sending a voice message is	A. Television B. Radio C. Video cassette D. None of these
9	The characteristics of a good salesman	A. Sells goods on very high prices B. Introduces goods in very good manners C. Sells goods on very low prices D. Tells lie with customer about the qualities product
10	A salesman remains successful in his profession if he	A. Has intention to earn profit B. Has devotion of work C. Does not have intention to earn profit D. Tells lie more
11	Advertisement develops in consumers	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
12	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
13	To increase business, small packets of goods are distributed among the people at	A. Less price B. Free of cost C. Original price D. More profit
14	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible

15	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
16	Due to advertisement, quality products are available at:	A. Reasonable price B. Low price C. High price D. None of the above
17	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
18	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time
19	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
20	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
21	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
22	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
23	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
24	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
25	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
26	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
27	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
28	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
29	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
30	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
31	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b)

