

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

Sr	Questions	Answers Choice
1	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
2	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
3	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
4	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
5	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods
6	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
7	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
8	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
9	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
10	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
11	Selling the goods in large quantity on low profile results in:	A. More profit B. Less profit C. Reasonable profit D. No profit
12	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
13	Amount spent on advertisement is:	A. Heavy B. Less C. Reasonable D. Nil
14	For the poor, advisement is:	A. Non-effective B. Reason of happiness C. Cause of financial tention and despair D. Wastage of time

15

The producer puts the burden of advertisement expenses on:

- A. Himself
- B. Consumers
- C. Wholesaler and retailer
- D. Both (b) and (c)