

## 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	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	One 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 new goods 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 salesman remains successful in his perfession if he	A. Has intension to earn profit B. Has devotion of work C. Does not have intension to earn profit D. Tells lie more
8	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
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 disappears
11	Selling the goods in large quantity on low profit 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, advertisement 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 expense on

- A. Himself
- B. Consumers
- C. Wholesaler and retailer
- D. Both a and b