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

Sr	Questions	Answers Choice
1	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
2	The producer puts the burden of advertisement expense on	A. Himself B. Consumers C. Wholesaler and retailer D. Both a and b
3	Objective of the advertisement is to:	A. Recruit old customers B. Retain new customers C. Both (a) and (b) D. None of these
4	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
5	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
6	Advertisement develops in consumers:	A. Temporary demand B. Artificial demand C. The demand of basic needs D. No demand
7	The important source of sending a voice message is:	A. Television B. Radio C. Video cassette D. None of these
8	Due to advertisement, the unemployment	A. Lessens B. Increases C. Remains un-effected D. Ends or disappears
9	The producer puts the burden of advertisement expenses on:	A. Himself B. Consumers C. Wholesaler and retailer D. Both (b) and (c)
10	One to advertisement, the sale of goods	A. Decreases B. Increases C. Remains same D. Both a and b are possible
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	Due to advertisement, the unemployment:	A. Lessens B. Increases C. Remains un-effected D. Ends or disapperas
13	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
14	Advertisement means	A. Production of goods B. Sale of goods C. Introduction of new goods D. Spoilage of goods
		A. Sells goods at very high prices

15	The characteristics of a good salesman:	B. Introduces goods in very goods manners C. Sells goods on very low prices D. Tells lie with customer about the qualities of product
16	Due to advertisement, quality products are avail able at	A. Reasonable price B. Low price C. High price D. None of the above
17	The advertisement:	A. Increases money B. Saves money C. Is wastage of money D. Decreases money
18	Amount spent on advertisement is	A. Heavy B. Less C. Reasonable D. Nil
19	Due to advertisement, the sale of goods:	A. Decreases B. Increases C. Remains same D. Both (a) and (b) are possible
20	Advertisement means:	A. Production of goods B. Sale of goods C. Introduction of goods / products D. Spoilage of goods