

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Understanding Advertising

Q1. What is branding?

Ans. \_\_\_\_\_

Q2. When is the consumer confused?

Ans. \_\_\_\_\_

\_\_\_\_\_

Q3. What do advertising makes us believe about packaged food?

Ans. \_\_\_\_\_

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Q4. How are brand values conveyed?

Ans. \_\_\_\_\_

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Q5. How do people feel about the advertising of the brands they cannot afford?

Ans. \_\_\_\_\_

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Q6. Why we need to understand the ways in which advertisements work?

Ans. \_\_\_\_\_

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## Understanding Advertising

Q1. What is branding?

Ans. Branding means stamping a product with a particular name or sign.

Q2. When is the consumer confused?

Ans. The consumer is confused when consumer cannot differentiate between two similar products.

Q3. What do advertising makes us believe about packaged food?

Ans. Advertising makes us believe that things that are packaged are better than things that do not come in packets.

Q4. How are brand values conveyed?

Ans. Brand values are conveyed through the use of visuals and words to give us an overall image that appeals to us.

Q5. How do people feel about the advertising of the brands they cannot afford?

Ans. Advertising, because it appeals to personal emotions also tends to make people who cannot afford certain brands feel bad.

Q6. Why we need to understand the ways in which advertisements work?

Ans. We need to understand the ways in which advertisements work because advertisements influence our lives in a great way.