

Name: _____ Date: _____

Understanding Advertising

Q1. Why branded daals cost much more than daals that are sold loose?

Ans. _____

Q2. What do advertisements do?

Ans. _____

Q3. What do you understand by social advertisements?

Ans. _____

Q4. What do the advertisers do to convince the consumer?

Ans. _____

Q5. Why we feel tempted to buy the products when it is advertised by our heroes or cricketers?

Ans. _____

Q6. Write any one drawback of advertising.

Ans. _____

Understanding Advertising

Q1. Why branded daals cost much more than daals that are sold loose?

Ans. Branded daals cost much more than daals that are sold loose because they include the costs of packaging and advertising.

Q2. What do advertisements do?

Ans. Advertisements draw our attention to various products and describe them positively so that we become interested in buying them.

Q3. What do you understand by social advertisements?

Ans. Social advertisements refer to advertisements made by the State or private agencies that have a larger message for society.

Q4. What do the advertisers do to convince the consumer?

Ans. Advertisers begin claiming certain special values for their brand. In this way, they try to differentiate it from other similar products.

Q5. Why we feel tempted to buy the products when it is advertised by our heroes or cricketers?

Ans. We may feel tempted to buy these products because persons whom we consider our heroes tell us that they are worth buying.

Q6. Write any one drawback of advertising.

Ans. In a democracy in which all people are equal and should be able to lead a life of dignity, advertising tends to promote a certain lack of respect for the poor.