

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

Understanding Advertising

Q1. What brand values are used by the two daals namely 'Top Taste Daal' and 'Best Taste Daal'?

Ans. \_\_\_\_\_  
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Q2. Why do you think the manufacturers of the daal gave their products a specific name?

Ans. \_\_\_\_\_  
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Q3. "Only large companies can advertise." Explain.

Ans. \_\_\_\_\_  
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## Understanding Advertising

Q1. What brand values are used by the two daals namely 'Top Taste Daal' and 'Best Taste Daal'?

Ans. 'Top Taste Daal' is appealing to our social tradition of treating guests extremely well. 'Best Taste Daal' is appealing to our concern for our children's health and that they eat things that are good for them. Values such as treating our guests well and making sure our children get nutritious food are used by brands to create brand values.

Q2. Why do you think the manufacturers of the daal gave their products a specific name?

Ans. Daals or pulses are usually sold loose in the market. We usually know daals by their different types like masoor ki daal, urad ki daal, etc. These names are not brand names. When a company takes masoor ki daal and puts it into a packet, it will need to give the daal a special name. It needs to do this so that we don't confuse the daal in that particular packet with the daal that is sold loose.

Q3. "Only large companies can advertise." Explain.

Ans. Advertising a product costs a lot of money. Usually, crores of rupees are spent advertising a brand. Producing and showing advertisements in the media is very expensive. A small business will not have the money to show its product on TV or national newspapers and magazines. So, persons who sell papad, pickles, sweets and jams that they have made at home are not considered as fashionable as brand products. They often have to sell their products in weekly markets.