

chapter : 6

ADVERTISING

I. MULTIPLE CHOICE QUESTIONS

Answers

1. Advertising 2. All of these 3. Brand 4. Social advertising 5. Social advertising

II. VERY SHORT ANSWER TYPE QUESTIONS

1. Define advertising.

Ans. Advertising is the activity of drawing people's attention to particular goods and services with the help of different types of media.

2. What is the aim of advertising?

Ans. The aim of advertising is to create the demand for the product.

3. What do you mean by branding?

Ans. Branding refers to a special identification or name that is associated with the product.

4. What is industrial advertising?

Ans. Industrial advertising gives

information specially about the technical persons.

5. What is the aim of social advertising?

Ans. The aim of social advertising is to promote social Idea, health, education, sanitation and forestation etc.

6. How is advertising helpful for consumers?

Ans. Advertising is helpful for the consumers as it helps them in comparison of the products and finally in decision making to opt for the best one.

7. Why do you think only large companies can advertise?

Ans. Advertising is very expensive. Producing and showing advertisements in media require lots of money. Therefore, I think it is only the large companies which can have advertisement easily.

III. SHORT ANSWER TYPE QUESTIONS

1. Why do you think building brands is Central to advertising? Give reasons.

Ans. Building brand is Central to

advertising because:

a. Product identification is created through the process of advertising.

b. Branding means stamping a product with a particular name or sign so it is done only by advertising which draws the public attention to particular goods.

2. What is commercial advertising? What are its various types. Explain.

Ans.

a. Commercial advertising is a major portion of advertising.

b. It is linked with buyers and sellers.

c. Commercial advertising is divided into product advertising, classified advertising, industrial and institutional advertising.

3. Write a short note on social advertising.

Ans.

a. When the advertising techniques are used to promote social ideas, health care, education, sanitation, energy conservation and forestation etc. it is called social advertising.

b. Its aim is mainly for the welfare of the public interest and benefit.

4. explain two ways in which you think advertising affects issues of equality in a democracy?

Ans.

a. Advertising tends to promote a certain lack of respect for the poor. We open the people according to the brand products the use. So, advertising makes the lives of poor people as worthless.

b. Advertising uses personal emotion. It makes the one who cannot afford branded products and feels bad. In this way advertising affects issues of equality.

IV. LONG ANSWER TYPE QUESTIONS

1. What are the objectives of advertising?

Ans. The objectives of advertising are:

a. To encourage people to buy the product.

b. To differentiate it from other products. that is to convince the people that it is better than other products available in the market.

c. To keep the organisation in people's eyes.

d. To provide information about a particular product or service including announcement of the launch of a product, purchasing outlets and use of product etc.

2. Explain the process of advertising in brief.

Ans. The process of advertising:

a. Advertising requires special interest among consumers if a company plans to introduce a new and a very special product in the market.

b. Company or the advisor consults an advertising agency.

c. The advertising agency first of all determines the consumer profile for that product. That is, it wants to identify the typical user of such a high quality product. So, it conducts market surveys.

d. The creative team agency starts thinking for good brand identity that has to be created.

- e. The copywriters, write the words and the artists, create the visuals together design.
- f. The agency makes presentation to clients.
- g. The visuals and advertisements are tested amongst the prospective buyers for target audience.
- h. Once the marketing strategy is considered successful, the advertisement campaign is finalized and released in various media.

3. What are the positive effects of advertising?

Ans. The positive effects of advertising are:

- a. Advertising has the positive impact on the economy. It creates the demands for goods and services.
- b. It helps producers to develop healthy competition among themselves, which leads to the lower prices of the products. As a result, consumers and the economy as a whole are benefited.

c. It helps consumers in comparison of the products and finally in decision making.

4. What are the negative effects of advertising?

Ans. The negative effects of advertising are:

a. Advertising exaggerates the merits of the product. It makes us believe that the things that have a brand name are better than the products that are sold loose. While in reality there is little difference between the two.

b. Advertising tends to promote a certain lack of respect for the poor. We after all judge people according to the brand products.

c. Advertising uses personal emotions. It makes the people who cannot afford branded products, feel bad.

d. the advertising does not show the reality of general people's lives that we see around us. We forget about the issues of poverty, unemployment, caste and human

dignity that are the central to the functioning of equality in a democracy.

V. FILL APPROPRIATE WORDS IN THE BLANKS

Ans.

1. demand for

2. major

3. product

4. merits

5. strong