

Understanding Advertising

A. Multiple Choice Questions (MCQs)

- Which of these groups are mostly influenced by advertisements?
(a) Professionals ☐ (b) Aged people ☐ (c) Celebrities ☐ (d) Youths ☐
- In the past few years, which of these gadgets captured the market on a large scale through advertisements?
(a) Purifiers ☐ (b) Mobile phones ☐ (c) Laptops ☐ (d) Microwaves ☐
- Now-a-days the advertising industries have launched a new portfolio to promote the products in the market. Name that portfolio.
(a) Show stopper ☐ (b) Star trooper ☐
(c) Ad maker ☐ (d) Brand ambassador ☐
- Different toy brands prefer to advertise their products mostly on channels.
(a) News ☐ (b) Cartoon ☐ (c) Sports ☐ (d) Movie ☐
- Which of these statements are not associated with the motives of advertising industry?
(a) Keep a statistical record of the sale of products ☐
(b) Critically analyse the strategies that influence the customers ☐
(c) Reveals the issues that are neglected or overridden ☐
(d) Identify the mechanisms used to appeal to the customers ☐

B. Fill in the Blanks

- Advertising is all about building
- Various social agencies, institutions take the responsibility of
- advertisements are made by the state or private agencies that have a larger message for the society.
- means stamping a product with a particular name or sign.
- draws our attention to various products and describe them positively.
- actually came from cattle grazing.
- spend crores of rupees to make sure that we see their advertisements wherever we go.
- A person who collects and writes new stories for print or electronic media is called
- Advertisement draw our attention towards , and
- Precautionary steps should be taken to prevent diarrhoea is an example of advertisement.

C. Very Short Answer Type Questions

1. Recall the tagline in the advertisement of Saffola.

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2. Name the top advertising companies from India.

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3. Define product.

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4. Read the tagline carefully and identify the brand — *Let's Make Things Better*.

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5. What is the main objective of advertisement?

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D. Short Answer Type Questions

1. What is deceptive advertising?

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2. Are branded goods always better than non-branded goods?

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3. List any four advertising ethics in India?

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4. Why do companies hire celebrities to promote their brands?

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E. Long Answer Type Questions

1. Define brand. Why is branding important?

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2. What are the techniques used by the advertisers to attract customers?

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