

Understanding Advertising

Question 1.

Which advertisements have to larger message for society?

- (a) Advertisement related to Daily soaps
- (b) Commercial advertising
- (c) Social advertisement

▼ [Answer](#)

Answer: (c) Social advertisement

Question 2.

Advertising a product is a:

- (a) Cheaply affair
- (b) Costly affair
- (c) Badly affair

▼ [Answer](#)

Answer: (c) Badly affair

Question 3.

The naming of a product is called:

- (a) Branding
- (b) Advertising
- (c) Both (a) and (b)

▼ [Answer](#)

Answer: (a) Branding

Question 4.

Branded products can get:

- (a) Cheaply
- (b) Costly
- (c) Most cheaply

▼ [Answer](#)

Answer: (b) Costly

Question 5.

Who promotes products through advertisements?

- (a) Film stars
- (b) Cricketers
- (c) Both (a) and (b)

▼ [Answer](#)

Answer: (c) Both (a) and (b)

Question 6.

what is the effects of advertisement?

- (a) Attract the attention of the consumers
- (b) Affect their choice of buying
- (c) Increasing the sale of products
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above

Advertisements attract the attention of the consumers and affect their choice of buying a product thereby increasing the sale of products.

Question 7.

Why do companies show the advertisements again and again?

- (a) To defeat other advertisement
- (b) To make it cheaper
- (c) To make it costlier
- (d) None of these

▼ [Answer](#)

Answer: (a) To defeat other advertisement

There are so many advertisements in the market. This creates a pressure on the companies and they start showing the advertisements again and again to make it most popular.

Question 8.

How is producing and showing an advertisement in the media is considered?

- (a) Cheap
- (b) Expensive
- (c) Excellent
- (d) None of these

▼ [Answer](#)

Answer: (b) Expensive

Advertising a product costs a lot of money. Usually many rupees are spent advertising a brand. Producing and showing advertisements in the media is very expensive.

Question 9.

what is the other name given to an item or a service made to be sold in the market?

- (a) Brand
- (b) Product
- (c) Salary
- (d) None of these

▼ [Answer](#)

Answer: (c) Salary

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

Question 10.

Towards what Advertisements draw our attention?

- (a) Product
- (b) Brand values
- (c) Brands
- (d) All of the above

▼ [Answer](#)

Answer: (d) All of the above

Advertisements draw our attention to various products, their brand value and brands and describe them positively so that we become interested in buying them.

Question 11.

From where does the word branding originate?

- (a) Media
- (b) Cattle grazing
- (c) Dairy farming
- (d) None of these

▼ [Answer](#)

Answer: (b) Cattle grazing

Branding comes from cattle grazing. The cattle of different owners got mixed in ranches. To identify the cattle, their owners started to mark their cattle with the owner's sign with hot iron, this was called branding.

Question 12.

what is one drawback of advertisement?

- (a) It promote freely
- (b) It promote illegally
- (c) It promote without consideration
- (d) None of these

▼ [Answer](#)

Answer: (c) It promote without consideration

Drawback of advertisement is that it tends to promote a certain lack of respect for the poor.

[Match the following](#)

1.

Column I	Column II
1. Social advertisement	(a) Expensive process

2. Special identification	(b) Based on profit
3. Manufacturing	(c) Brand
4. Advertisement	(d) Society
5. Commercial advertising	(e) Production of things

▼ [Answer](#)

Answer:

Column I	Column II
1. Social advertisement	(d) Society
2. Special identification	(c) Brand
3. Manufacturing	(e) Production of things
4. Advertisement	(a) Expensive process
5. Commercial advertising	(b) Based on profit

Fill in the blanks

1. Advertising is all about building

▼ [Answer](#)

Answer: brands

2. products can be bought cheaply.

▼ [Answer](#)

Answer: unbranded

3. advertising means to promote social issues.

▼ [Answer](#)

Answer: Social

4. Branding came from

▼ [Answer](#)

Answer: cattle grazing

5. Advertisements make the democracy

▼ [Answer](#)

Answer: weak

6. are conveyed through words and visuals.

▼ [Answer](#)

Answer: Brand values

7. refers to the power to change what someone believes or does.

▼ [Answer](#)

Answer: To influence

8. Commercial advertising is based on

▼ [Answer](#)

Answer: profit

9. In most of the cases social advertisements are released by

▼ [Answer](#)

Answer: government

10. The agency which produces the products is called

▼ [Answer](#)

Answer: manufacturer
