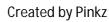


Grade VII

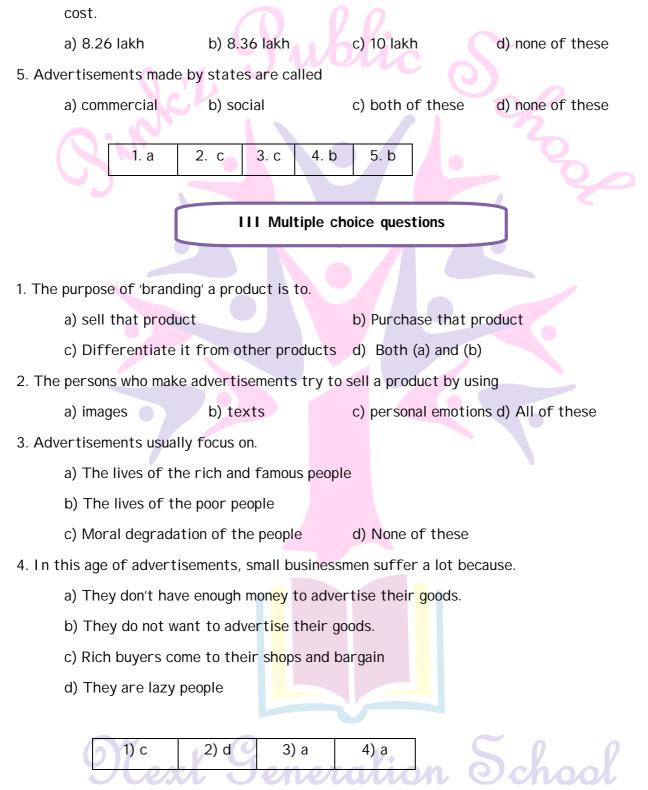
CIVICS			
	I Multiple ch	noice questions	
	c.P		Sol
Advertisements dr	aw our attention towar	rds:	
a) Product	b) Brand values	c) Brands	d) All of the above
Stamping a product	t with a particular name	e or sign is ca <mark>lled:</mark>	
a) Publish	b) Broadcast	c) Branding	d) Public protest
What is the other	name given to an item o	or a service made t	to be sold in the market?
a) Brand	b) Product	c) Producer	d) None of these
Social advertiseme	nts are made by:		
a) State or priv	vate agencies	b) Common pe	ople
c) politicians		d) Bureaucrat	tes
Producing and show	ving an advertisement i	n the media is very	<i>y</i> :
a) Cheap	b) Expensive	c) Excellent	d) None of these
People who pay the	money to buy a produc	t are known as:	
a) Consumer	b) Producer	c) Advertiser	d) None of these
1. (d) 2.	(c) 3. (c)	4. (a)	5. (b) 6. (a)
		choice questions	
Top Taste Daal gave	e a way to		\sim 0 0
a) advertising	b) manufacturing	c) marketing	d) none of these
Branding came from	n		0,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
a) mixture	b) advertising	c) cattle grazi	ing d) none of these





- 3. Brand values are conveyed through
 - a) visual b) words c) both of these d) none of these

4. The cost of bringing out a quarter page colour advertisements in a leading newspaper may







IV Multiple choice questions							
1. Where all do we see advertisements?							
a) Televisions	b) newspapers	c) magazines	d) All of these				
2. What does refer to th	e person for whom th	ne goods have been n	nade and who pays money to				
buy and use them?							
a) Producer	b) Consumer	c) Advertiser	d) All of these				
3. When a company takes	masoor <mark>ki</mark> daal and pu	ts it into a p <mark>ack</mark> et, it	will need.				
a) a special name (brai	nd name)	b) masoor ki daal					
c) top taste daal		d) None of these					
4. Who is confused becau	se it really cannot be	differentiated betw	een top taste item and best				
taste item?							
a) Consumer	b) Manufacture <mark>r</mark>	c) Shopkeeper	d) Dealer				
5. What does refer to a t	hing or service that h	as been made for bei	ng sold in the market?				
a) Brand	b) Brand value	c) Product	d) None of these				
6. Who try to sell product	ts through advertisem	ents?					
a) Favourite film stars	b) Cricket heroes	c) Both (a) and (b)	d) None of these				
7. What is the rate for 3) seconds advertiseme	ent on a major T.V. C	hannel?				
a) one lac rupees	b) 1.50 lac rupees	c) 1.65 lac rupees	d) 2.10 lac rupees				
8. What is important to m	ake people aware of a	product?					
a) Production	b) Market	c) Advertisement	d) All of these				
1. d 2. b	3. a <mark>4</mark> . a 5	5.a 6. c 7. c	8. C				
Next Generation School							





I Fill in the blanks

1. Advertisements draw our ______ to various products.

- 2. Stamping a product with a particular name and sign is called.
- 3. Advertisements often target our personal ______
- 4. Advertising a product costs a lot of _____
- 5. _____ products are costly because they include the costs of packaging and advertising.

1. Attention2. Branding3. Emotions4. Money5. Branded

II Fill in the blanks

- 1. Taxis and <u>carry advertisements</u> on them.
- 2. Branding means to stamp a product with a particular ____
- 3. Naming the product is _____
- 4. _____ plays a big role in our lives.

1. auto	o ricksh	naws	2. name		3.	branding	4. Ad	dvertising	
---------	----------	------	---------	--	----	----------	-------	------------	--

III Fill in the blanks

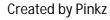
1. Small businessmen have to sell their products in ______ markets and

_____ shops.

2. Social advertisements have to a larger message for ______.

- 3. _____ is a very important part of getting people part of getting people to buy a brand
- 4. Manufacturers spend a huge amount of money to make sure that we see their ______ whenever we go.

 Weekly; neighbourhood 	2. Society	3. Advertising	4. advertisements
neighbournood			





IV Fill in the blanks 1. Advertisement helps building _____ name of products. 2. Brand values are conveyed through the use of ______ and _____. 3. ______-advertisements are made by the government agencies to give social message. 4. Branding means stamping a ______ with a name. 1. brand 2. Visuals, words 3. Social 4. Product

a) Product	i) a worthy affair
b) Social Advertising	ii) Promote product /service
c) Consumer	iii) Promote equality in the
	society
d) Making advertisements	iv) Thing or service
e) Commercial advertising	v) One who buys the
	product / service.

a. iv	b. ii	C. V	<mark>d.</mark> i	e. iii

Next Generation School





II Match the columns

Column A	<u>Column B</u>
1. Personal emotion	a) Consumer
2. Heroes	b) Advertisements
3. Telecast	c) Promote products
4. Confused	d) Appeal
1. a 2. c 3.	b 4. a

111	Match	the	columns
	maton		001411113

Column A	Column B		
1. Consumers	a. They aim to get peopl	e to buy a	
	particular brand.		
2. Producers	b. They promote products through		
	advertisements		
3. Advertisements	c. They use an article produced		
4. Cricketers and actors	d. They produce commodities		
5. Brands	e. They are trademarks		

1) c	2) d	3) a	4) b	5) e
97	ext G	eneral	ion 5	chool





IV Match the columns

Column A	Column B
1. Thing or service	a) Social advertising
2. Who buys a product or service	b) Commercial advertising
3. Promote product or service	c) Product
4. Promote equality in society	d) Consumer
1. c 2. d 3. b	4. a

I True or	False	

- 1. Advertisements mostly focus on the lives of rich and famous.
- 2. Social advertisements have no message to convey.
- 3. Branded products cost less than the unbranded ones.
- 4. Advertisements play a role in convincing people to buy a product.
- 5. Advertisements built brands.

1. True	2. False	3. False	4. True	5. True
9Le	xt Ge	enerali	on Sc	chool





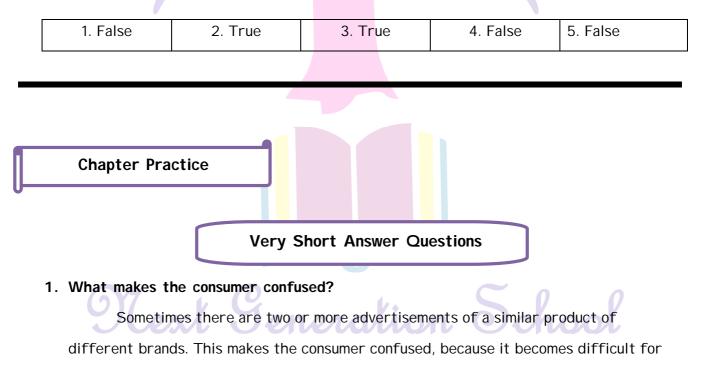
II True or False

- 1. Advertisements make the democracy weak.
- 2. Just naming a product does not help to sell it.
- 3. Advertisements should only be appealing
- 4. Advertising a product costs a lot of money.



III True or False

- 1. Branded things are cheaper than the non-branded things.
- 2. Advertising companies use personal emotions of the people to sell their product.
- 3. The aim of all advertisements is to get people to buy a particular brand.
- 4. Advertising promotes a lot of respect for the poor.
- 5. Advertising companies are not allowed to show the advertisement again and again.



him to differentiate between the same product of different brands.





2. Why do companies show the advertisements again and again?

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.

3. Mention one drawback of advertisement

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

4. Write the effects of advertisement

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

5. What do you mean by social advertisements?

Social advertisements are advertisements made by the State or private agencies. These advertisements have a larger message for the society.

6. From where does the word branding originates?

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

7. What is brand value?

Brand value refers to the identification associated with a product created through the process of advertisement.

Vext Generation School





Short Answer Questions

1. How do we find advertisements everywhere?

- Today we are surrounded by advertisements everywhere like on television, listen to them on radio, see them on the streets and in newspapers and magazines.
- (ii) Taxis and rickshaws carry advertisements on them.
- (iii) When we go to cinemas, advertisements are shown before the film begins and on

the Internet, they often pop-up on visiting different websites.

2. How do advertisements attract our attention?

- (i) Advertisements attract the attention of consumer to the various products.
- (ii) Products are displayed in multi-colours and with catchy slogans or tag lines.
- (iii) The products are displayed positively so that people get interested.

3. How do advertisements play a big role in our life?

- Advertisements play a big role in our lives. We buy products based on these advertisements.
- (ii) Certain brand products influence the way in which we think about ourselves, or friends and our family.
- (iii) Advertisements influence us a lot. They use particular images that touch our emotions and force us to buy certain products magnetically, often we judge the people according to the brand products they use.

Text Generation School





4. How do advertisements use emotions? Elucidate.

Personal emotions are used in advertising like in the case of soap advertisement. The advertisement uses the mother's concern for her child.

It shows that if you are a caring mother then you will this expensive soap. This will show your love and use care for your child. Due to this advertisement mothers begin to feel that using this soap is a sign of how much they love their child.

Thus, the advertisements use emotions of mother's love to sell an expensive soap. Mothers who cannot afford this feel that they are not giving best care to their child. Advertisements often target our personal emotions. They link the emotions to products and influence the way we think of ourselves.

Long Answer Questions

1. How does a customer differentiate between the same products of different brands?

Branding creates an image of the product and people start associating quality or reliability with the brand. Advertisements create confusion and make difficult for people to differentiate between the same products of different brands.

Advertisers attach special values to the products of their brands. These brand values are conveyed through the use of visuals and words to create an image.

Branding a product makes this differentiation. For example; a particular brand of daal is projected to be tasty and good and to be served to the guest. Other brand of daal identifies itself as nutritious and good for children.

The customer can decide which brand to use as per their inclination.







2. How is an advertisement for a product made?

Advertising is a very important part of getting people to buy a brand, therefore the advertisement should be such that it gets people attracted towards the product. The process of making advertisement has following steps:

- (i) First of all, profiling of the consumer is done by considering who will buy the product and so the campaigning will be according to that.
- (ii) For doing this, research specific companies are hired.
- (iii) After the result, the brand identity that suits or appeals to the selected category is created.
- (iv) An angle which is different from all the other advertisements of the same product is chosen. Then a tag line and the brand name is selected and a presentation to the client is made.
- (v) The visuals are tested amongst a targeted audience. Then the campaign is finalized and released.

3. Mention the drawbacks of a advertising

Advertising has following drawbacks:

- (i) Advertisements create a wrong belief that branded and packaged products are far better than things that do not come in packets.
- (ii) This shift to packaged products negatively affects the sales of several small businesses.
- (iii) This shift to packaged products negatively affects the sales of several small businesses.
- (iv) Advertising tends to promote a certain lack of respect for the poor. They are not the faces we most often see in advertisements and so we tend to dismiss their lives as worthless.
- Advertising appeals personal emotions because the people who cannot afford
 certain brands feel bad. They feel that they are unable to give their loved ones
 the best care that branded products appear to offer.



4. How do advertisements play a big role in our lives? Describe.

Advertisements play a big role in our lives.

- (i) We buy products based on them
- (ii) They influence the way we think of ourselves, friends and family.
- (iii) It is important that we understand how advertisements work before we choose a product.
- (iv) We should critically understand that advertisement uses particular images,

emotions to affect thinking.

(v) They make vulnerable to how we perceive ourselves with or without that product.

