

Grade VII

Lesson 7. Understanding Advertising

CIVICS

I Multiple choice questions

- Advertisements draw our attention towards:
a) Product b) Brand values c) Brands d) All of the above
- Stamping a product with a particular name or sign is called:
a) Publish b) Broadcast c) Branding d) Public protest
- What is the other name given to an item or a service made to be sold in the market?
a) Brand b) Product c) Producer d) None of these
- Social advertisements are made by:
a) State or private agencies b) Common people
c) politicians d) Bureaucrates
- Producing and showing an advertisement in the media is very:
a) Cheap b) Expensive c) Excellent d) None of these
- People who pay the money to buy a product 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)
--------	--------	--------	--------	--------	--------

II Multiple choice questions

- Top Taste Daal gave a way to
a) advertising b) manufacturing c) marketing d) none of these
- Branding came from
a) mixture b) advertising c) cattle grazing 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 cost.

- a) 8.26 lakh b) 8.36 lakh c) 10 lakh d) none of these

5. Advertisements made by states are called

- a) commercial b) social c) both of these d) none of these

1. a	2. c	3. c	4. b	5. b
------	------	------	------	------

III Multiple choice questions

1. The purpose of 'branding' a product is to.

- a) sell that product b) Purchase that product
c) Differentiate it from other products d) Both (a) and (b)

2. The persons who make advertisements try to sell a product by using

- a) images b) texts c) personal emotions d) All of these

3. Advertisements usually focus on.

- a) The lives of the rich and famous people
b) The lives of the poor people
c) Moral degradation of the people d) None of these

4. In this age of advertisements, small businessmen suffer a lot because.

- a) They don't have enough money to advertise their goods.
b) They do not want to advertise their goods.
c) Rich buyers come to their shops and bargain
d) They are lazy people

1) c	2) d	3) a	4) a
------	------	------	------

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 the person for whom the goods have been made 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 ki daal and puts it into a packet, it will need.
a) a special name (brand name) b) masoor ki daal
c) top taste daal d) None of these
4. Who is confused because it really cannot be differentiated between top taste item and best taste item?
a) Consumer b) Manufacturer c) Shopkeeper d) Dealer
5. What does refer to a thing or service that has been made for being sold in the market?
a) Brand b) Brand value c) Product d) None of these
6. Who try to sell products through advertisements?
a) Favourite film stars b) Cricket heroes c) Both (a) and (b) d) None of these
7. What is the rate for 30 seconds advertisement on a major T.V. Channel?
a) one lac rupees b) 1.50 lac rupees c) 1.65 lac rupees d) 2.10 lac rupees
8. What is important to make people aware of a product?
a) Production b) Market c) Advertisement d) All of these

1. d	2. b	3. a	4. a	5.a	6. c	7. c	8. c	
------	------	------	------	-----	------	------	------	--

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. Attention	2. Branding	3. Emotions	4. Money	5. Branded
--------------	-------------	-------------	----------	------------

II Fill in the blanks

1. Taxis and _____ carry advertisements 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 rickshaws	2. name	3. branding	4. Advertising
-------------------	---------	-------------	----------------

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.

1. Weekly; neighbourhood	2. Society	3. Advertising	4. advertisements
-----------------------------	------------	----------------	-------------------

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
----------	-------------------	-----------	------------

I Match the columns

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	d. i	e. iii
-------	-------	------	------	--------

II Match the columns

Column A	Column B
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
------	------	------	------

III Match the columns

Column A	Column B
1. Consumers	a. They aim to get people 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
------	------	------	------	------

Next Generation School

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
---------	----------	----------	---------	---------

Next Generation School

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.

i) True	ii) True	iii) False	iv) True
---------	----------	------------	----------

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.

1. False	2. True	3. True	4. False	5. False
----------	---------	---------	----------	----------

Chapter Practice

Very Short Answer Questions

1. What makes the consumer confused?

Sometimes there are two or more advertisements of a similar product of different brands. This makes the consumer confused, because it becomes difficult for 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.



Next Generation School

Short Answer Questions

1. How do we find advertisements everywhere?

- (i) 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?

- (i) 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.

Next 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 use 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.

Next Generation School

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.
- (v) 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.
-



Next Generation School