

Very Short Answer Questions

Q.1. What is a product?

Ans. It refers to a service that has been rendered or a product being manufactured to be sold out in the market.

Q.2. Who is a consumer?

Ans. It refers to the person for whom the goods or products have been made and who pays money to buy and use them.

Q.3. What is advertising?

Ans. It is an activity of creating advertisements and making people see them. It is an activity used to promote ideas, goods and services to a consumer.

Q.4. Define 'to influence'.

Ans. It refers to the power to change what someone believes in or does.

Q.5. What is lifestyle?

Ans. This word refers to people's lives being identified by the products they own, the clothes they wear, the place they eat in, etc.

Q.6. What is a branding?

Ans. The marking of the product to give in a special identity is called branding.

Q.7. What is a brand value?

Ans. A brand is an intangible asset of a business. Brand value is the financial significance the brand carries, the financial value of having customers who will pay more for a particular brand.

Q.8. How do advertisements help us?

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

Short Answer Questions

Q.1. Distinguish between commercial and social advertisement.

Ans.

S. No.	Commercial Advertising	Social Advertising
(i)	It is intended to promote the sale of a product by appealing directly to the public.	It is meant to create awareness on social issues.
(ii)	It aims only at financial profit.	It aims at bringing positive change in the society.

Q.2. What is the role of advertising in society?

Ans. (i) It helps to sell different products in the market.

(ii) It motivates to improve lifestyle.

(iii) In today's scenario, it changes the mindset of people and they start considering items of luxury as basic necessities of life.

Q.3. What are the disadvantages of advertising?

Ans. (i) They do not promote equality.

(ii) Small companies cannot afford to advertise. Due to this, a better-quality product may also not sell.

(iii) It makes us believe that packed things are better than unpacked items.

(iv) It hurts the dignity of the poor.

Q.4. What is deceptive advertising?

Ans. Deceptive advertising is the technique through which the companies try to catch viewer's attention by making false claims about their products through advertisements. E.g., Fairness cleaner.

Long Answer Questions

Q.1. How is building a brand and brand value useful?

Ans. (i) Branding basically means to stamp a product with a particular name or sign, done to differentiate one product from the other products.

(ii) For example, pulse company may brand its product as “Top Taste Daal” whereas another company for a similar daal may call it “Best Taste Daal”.

(iii) The company will use values, like it is a concern for children’s health or is a nutritious food.

(iv) These brand values are conveyed through the use of visuals and words to give us an overall image that appeals to the consumers.

Q.2. How does an advertisement get made?

Ans. (i) To create an advertisement, the company would approach an advertising agency which would see the specific target audience.

(ii) The agency would do a market survey of the existing brands and demand of the product.

(iii) On the basis of that, they would make a particular strategy through visuals and advertisements to appeal to the people.

(iv) This is called marketing strategy of the brand.

(v) Once it is formalised, the advertisement is launched in the market.

Q.3. How did the word ‘branding’ emerge?

Ans. (i) Branding actually came from cattle grazing.

(ii) Cattle of different owners grazed together in ranches and they often got mixed up.

(iii) The owners thought of a solution.

(iv) They started marking their cattle with the owner’s sign by using a heated iron, this was called “branding”.

Hots (Higher Order Thinking Skills)

Q.1. How are brand values and social values used?

Ans. (i) Advertisements are an essential part of our social and cultural life. Brands create value.

(ii) A branded daal may cost much more than loose daal even though there is not much difference between the packed and loose daal.

(iii) Likewise, in the Care soap advertisement, once again a personal emotion is being used as the advertisement uses the mother's concern for her child.

(iv) This affects their lifestyle as quite often we buy products which we think may be good for ourselves, friends and family.

(v) Personal images are used to appeal the emotions of people so that people go for brand value and buy the product.

Q.2. How does advertising affect democracy? How should we be careful?

Ans. (i) Advertising is an expensive process.

(ii) It makes people believe that products like papad, pickles and jams made at home are not branded and so not good.

(iii) We forget that the quality of product has little to do with the packaging that comes in.

(iv) It affects life of small producers. In a democracy, all people are equal.

(v) Advertising tends to promote a certain lack of respect for the poor.

(vi) As citizens of a democratic society, we should be aware of the strong influence which advertisements can have on our lives.