# BHARATH COACHING CENTRE

7th CBSE　　　　　Understanding Advertising　　　　　Total: 40

Social　　　　　　　　　　　　　　　　　　　　　　Time: 2.00hrs

SECTION – A　　　　　　　　　　　　　　　　　　　　　5 x 1 = 5

1. What do advertisements do?
2. List five different products that are advertised during your favourite TV programme.
3.

SECTION – B　　　　　　　　　　　　　　　　　　　　　5 X 2 = 10

4. What do you mean by social advertisements?
5. Why is the consumer confused? Or What makes the consumer confused?
6. What do the advertisers do to convince the consumers?
7. What impressions does advertising create on us?
8. Why advertisements are keep on repeating in cricket matches flashing on television?

SECTION – C　　　　　　　　　　　　　　　　　　　　　5 X 3 = 15

9. Why do you think the manufacturer of the deal (pulses) gave his product a specific name?
10. What brand values are used by the two deals namely 'Top Taste Daal' and 'Best Taste Daal'?
11. How is personal emotion being used in the care soap advertisement?
12. What role do advertisements play in our lives?
13. Why media is not intersected in covering small issues that involve ordinary people and their daily lives?

SECTION – D　　　　　　　　　　　　　　　　　　　　　2 X 5 = 10

14. How are smar businessman affected in this age of advertisemnts?
15. Mention the drawbacks of advertising.

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