Ch-21

Advertising and democracy

- **Tick the correct option:**

1. **Advertising is a powerful medium that persuades customers to:**

a) Save money

b) Purchase a particular product or service

c) Avoid shopping

d) Make their own products

Answer: b

2. **Advertising is a method of mass promotion in which a single message can reach a:**

a) Small group of people

b) Large number of people

c) Only rich people

d) Only children

Answer: b

3. **Which of these is NOT a medium of mass media for advertising?**

a) Television

b) Radio

c) Personal letters

d) Newspapers

Answer: c

4. **The biggest source of income for media is:**

a) Government funds

b) Advertising a wide range of products

c) School fees

d) Donations

Answer: b

5. **What does the message 'use only that particular brand of flour' tell the public?**

a) All flour is same

b) If they want a happy and healthy family, then they should also use only that brand

c) Flour is not needed

d) Buy from local mill only

Answer: b

6. **Why are advertisements mostly exaggerated?**

a) To tell the truth

b) It is a method of mass promotion by making use of mass media

c) To save money

d) To help small shops

Answer: b

7. Such advertisements create an associated picture of success and happiness in customers' mind and hence, they:

a) Ignore the brand

b) Become loyal to a particular brand

c) Stop buying

d) Complain to government

Answer: b

8. The availability of many brands creates confusion in the mind of the:

a) Shopkeeper

b) Consumer

c) Manufacturer

d) Government

Answer: b

9. Advertising through 'stars' also creates:

a) Brand loyalty

b) Hatred for products

c) Unemployment

d) Confusion only

Answer: a

10. Brand ambassadors charge big money based on their popularity and hence:

a) Products become cheap

b) Want us to forget that they are associated with successful public figures and once they are no more newsworthy

c) Products are banned

d) No one buys products

Answer: b

11. What is Social or Public Service Advertising?

a) Advertising for selling cars

b) Advertising that aims to promote health and social service, change attitude and bring positive changes in society

c) Advertising for toys

d) Advertising for clothes

Answer: b

12. Which campaigns are examples of social advertising?

a) Polio Drops, ORS, etc.

b) Cold drinks

c) Mobile phones

d) Shoes

Answer: a

13. Social advertising has benefitted many public awareness programmes like importance of mother's milk, need of hygiene, education for the baby, respect for traffic rules, etc. The Indian government has successfully protected the public interest by:

a) Banning all ads

b) Banning advertising of tobacco and alcohol on radio, television and newspapers

c) Only allowing foreign ads

d) Stopping TV

Answer: b

14. Advertising is also used by many other organisations to inform the public about their objectives, achievements and projects. They are:

a) Only private companies

b) Political parties, interest groups, religious groups and defence services

c) Only schools

d) Only hospitals

Answer: b

15. What can advertising create among people?

a) Only confusion

b) Awareness about water conservation, energy conservation, deforestation, health effects of illiteracy

c) Only fear

d) Unemployment

Answer: b

16. Advertising, through TV programmes and newspapers, enables us to afford 'luxuries' because without advertising:

a) Products would be free

b) They would be very expensive

c) No one would buy

d) Quality would increase

Answer: b

17. Advertising leads to wasteful expenditure. Another problem related with advertising is:

a) 'Quack' or false advertising

b) Too few ads

c) No brands

d) Only government ads

Answer: a

18. Government laws must protect the interest of the consumer. Many companies distribute samples of their products free of cost to:

a) Reduce sales

b) Hook customers to their products

c) Help poor

d) Stop production

Answer: b

19. Who is a consumer?

a) A person who by paying the price for some goods or services buys them

b) A person who sells goods

c) A person who makes goods

d) A person who advertises

Answer: a

20. Consumerism is all about protection in the interests of the consumers. It is a social movement seeking to protect the rights of consumers in relation to:

a) Only government

b) Producers of goods and providers of services

c) Only other consumers

d) Only foreign companies

Answer: b

- **Fill in the Blanks:**

1. Every day we see advertisements on the radio, television and newspapers. Advertisements can be seen everywhere, on the shopping carts, in super markets, walls of cinema halls, bus stands, railway stations, airports, hoardings, etc. Advertising is a powerful medium.

2. It persuades the customer to purchase a particular product or service by describing its good points, which are mostly exaggerated.

3. It is a method of mass promotion in which a single message can reach a large number of people.

4. A huge amount of money is spent on advertisements to introduce the customers to new products. For example, a mother is shown using a particular brand of flour to make chapaties which makes her family smile as they eat them.

5. So far wheat and flour were sold open at the local chaki (grinding mill). But now various types of flours are packaged and sold under the names like— special flour for growing children, flour for the young, flour for healthy heart, etc.

6. The objective of such advertisements is to convince the consumer to use their brand of product. Such advertisements create an associated picture of success and happiness in customers' mind.

7. The availability of many brands creates confusion in the mind of the consumer. There is a big competition in the market.

8. Here the manufacturer goes a step further by providing attractive visuals and jingles in his advertisements to make them catchy. The brand ambassadors charge big money, based on their popularity.

9. Advertising through 'stars' also creates brand loyalty. The youth identify and favour brands that are associated with successful public figures.

10. There is another type of advertising that has carved an important place for itself. It is social or public service advertising.

11. It aims to promote health and social service. It means applying marketing and advertising principles to change the attitude and behaviour of the issues. It aims to change about positive changes in the society like advertising campaigns for Polio Drops, ORS, etc.

12. Advertising has played an important role in making us aware of our responsibility towards the society. A documentary film by the Ministry of Social Welfare shows that girls are as capable of achieving success in their chosen fields as the boys are, when given the opportunity.

13. It motivates the people to send their daughters to school and not think of them as a burden.

14. Social advertising has benefitted many public awareness programmes like importance of mother's milk for the baby, method of making baby food at home with grains and pulses, need of hygiene, education, respect for traffic rules, etc.

15. Advertising is also used by many other organisations that are not selling a product or service but want to inform the public about their objectives,

achievements and projects. They are political parties, interest groups, religious groups and defence services.

16. Advertising is capable of reaching out to a large audience. Advertising techniques can be used to create awareness among the people and motivate them to take necessary precautions. Such advertisements may be related to water conservation, energy conservation, deforestation, health awareness or the ill effects of illiteracy.

17. Advertising, through TV programmes and newspapers, enables us to afford 'luxuries', because without advertising, they would be very expensive.

18. Media gets most of its revenues from publicity and hence, try to make their medium a popular place for communicating advertisements to the people before any information or entertainment programme.

19. Advertising persuades some people to buy even those things that they do not need and hence, it leads to wasteful expenditure.

20. A consumer is a person who by paying the price for some goods or services (insurance, transport, electricity, a banking, etc.) in the good old days, there was a direct relationship between the seller and the consumer/buyer.

- **One-Word Answer Questions:**

1. Q: What is the method of mass promotion using mass media called?

A: Advertising

2. Q: What is the biggest source of income for media?

A: Advertising

3. Q: What type of advertising promotes health and social service?

A: Social

4. Q: Advertising that gives false promises is called?

A: Quack

5. Q: A person who pays for goods or services is called?

A: Consumer

6. Q: The social movement to protect consumer rights is?

A: Consumerism

7. Q: ISI is the earlier abbreviation for?

A: BIS

8. Q: Agmark stands for Agricultural Produce *__ and Marking Act.*

A: Grading

9. Q: Name given to a product with some unique value/quality is?

A: Brand

10. Q: A thing offered in market for sale is called?

A: Product