

Class -7th

Civics ch-7

Que1)What is product?

Ans-It refers to goods or service that has been made for being sold in the market.

Que2)What is advertising?

Ans-Advertising is means of publicity of product through various means.

Que3)What do advertisements do?

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

Que4)What is brand?

Ans-This refer to a special identification of name that is associated with a product.

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Que5)What is lifestyle?

Ans-Lifestyle is associated with whole living of a person particularly his food habits, clothes, living place etc.

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Que6)Who makes the advertisements?

Ans-Advertisements are made by the advertising agencies. With the help of target group of buyers and means of advertisement, agency designs and finalizes it.

Que7)Why do advertisements make the product costly?

Ans-In the advertisement, a lot of money is spent by the company. Producing and showing advertisements repeatedly in the media and packaging of a brand product make it costly.

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Que8)How do the advertisements affect the society?

Ans-Advertisements can affect the society in the following ways:

- 1)It helps making a reputed brand name;**
- 2)It provides a range of products;**
- 3)We get to know about the products.**
- 4)It helps to select good and cheap items comparatively.**

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Que9)What do you mean by social advertisements?

Ans-Social advertisements are advertisements made by the State or private agencies.

These advertisements have a larger message for the society.

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Que10)What do companies do in case there are two brands of a similar product?

Ans- In such a situation the consumer is confused. He cannot decide which product he should buy. The manufacturer, being aware of this has to give the consumer a reason to refer a particular brand of a product. Just naming a product does not help sell it. So, advertisers began claiming certain special values for their brand. In this way, they try to differentiate it from other similar products.

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