

C. 1. What is advertising?

Ans : It is a method to promote brands, products, thoughts or an individual.

2. Mention the disadvantages of advertising on radio.

Ans : Less appealing than television.

Listeners can't go back to the ads to recall important points.

3. What do you understand by social advertising?

Ans : Advertisement techniques used to promote social awareness about social issues are known as Social Advertising.

4. Why was consumer protection act in 1986 passed?

Ans : It was passed in 1986 just to protect consumers.

5. What are the advantages of radio advertising over magazine advertising ?

Ans : Advertising on radios reaches maximum audience on low cost. But advertising through magazines can not reach maximum audience . Cost of advertisement on radio is cheaper than the magazine!

6. Define Consumer .

Ans : The people who are the targets of the advertisement and also buyers of the advertised products.

D. 1. What are the advantages of advertising ?

Ans : It helps in better selection and educating people and can lead to direct feedbacks from the customers.

2. What are the basic aims of advertising ?

Ans : It is to create a demand for a new product also aims to convince the consumer about a particular product and showed the better product. It also helps to retain the consumers who have switched brands.

3. What are the advantages and limitations of newspaper as a medium of advertising ?

Ans : Advantages -- Can reach many people, cost less and many people can read.

Disadvantages - People hardly read the advertisement and it is useless for the people who can read and write.

4. Discuss two drawbacks of advertising.

Ans : It is very expensive , only big firms can do it but not by small firms. Small shopkeepers were suffered a lot and also it has negative effects on those who can not afford to buy certain brands.

5. How is social advertising different from commercial advertising ?

Ans : Social advertising gives more benefits to the public than the advertiser while commercial advertisers benefited more to the advertisers.