



Question bank

Grade 7- Social Science (Political Science)

Chapter 7 – Understanding Advertising

Questions

1. Explain two ways in which you think advertising affects issues of equality in a democracy?
2. What do advertisements do?
3. What do you mean by the word branding?
4. Why is the consumer confused? Or What makes the consumer confused?
5. What do the advertisers do to convince the consumer?
6. How are brand values conveyed to us?
7. When products are advertised by cricket heroes and film stars, we feel tempted to buy them. Why?
8. Advertisements aim to get people to buy a particular brand'. What does this really mean?
9. Why do companies show the advertisements again and again?
10. Under what pressure do companies show the advertisements again and again?
11. What do you mean by social advertisements?
12. What impressions does advertising create on us?
13. Mention one drawback of advertising.

14. How do people feel when they fail to afford certain brands?
15. Why do you think the manufacturer of the daal (pulses) gave his product a specific name?
16. What do companies do in case there are two brands of a similar product?
17. What brand values are used by the two daals namely 'Top Taste Daal' and 'Best Taste Daal'?
18. How is personal emotion being used in the Care Soap advertisement?
19. What role do advertisements play in our lives?

THANKS