

Understanding Advertising

Exercises

True or False:

1. Advertising is done only to earn money.
2. Advertisements always attract us.
3. Taglines are the same for all advertisements.
4. All advertisements have a target audience.
5. Giveaways of products such as cars, is an example of social advertising.
6. Advertising enhances brand image.
7. Bulk e-mail advertising is good and welcome.
8. Advertisements promote a free market.

Solutions

True or False:

1. True
2. False
3. False
4. True
5. False
6. True
7. False
8. True