

Short Answer Questions

Q.1. Distinguish between commercial and social advertisement.

Ans.

S. No.	Commercial Advertising	Social Advertising
(i)	It is intended to promote the sale of a product by appealing directly to the public.	It is meant to create awareness on social issues.
(ii)	It aims only at financial profit.	It aims at bringing positive change in the society.

Q.2. What is the role of advertising in society?

Ans. (i) It helps to sell different products in the market.

(ii) It motivates to improve lifestyle.

(iii) In today's scenario, it changes the mindset of people and they start considering items of luxury as basic necessities of life.

Q.3. What are the disadvantages of advertising?

Ans. (i) They do not promote equality.

(ii) Small companies cannot afford to advertise. Due to this, a better-quality product may also not sell.

(iii) It makes us believe that packed things are better than unpacked items.

(iv) It hurts the dignity of the poor.

Q.4. What is deceptive advertising?

Ans. Deceptive advertising is the technique through which the companies try to catch viewer's attention by making false claims about their products through advertisements. E.g., Fairness cleaner.