

## Understanding Advertising

### Exercises

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#### Choose the right option:

1. The catchy line used in an advertisement is called
  - (a) jingle
  - (b) slogan
  - (c) punchline
  - (d) tagline
  
2. The marketing strategy is made by
  - (a) manufacturers
  - (b) advertisers
  - (c) consumers
  - (d) wholesale dealers
  
3. Advertising messages are usually paid for by
  - (a) audience
  - (b) buyers
  - (c) sponsors
  - (d) public
  
4. Jaya always buys Bata footwear because
  - (a) it is a startup
  - (b) it is a brand
  - (c) it is meant for her age
  - (d) it has low cost.
  
5. Large structures which display advertisements to passing pedestrians are called
  - (a) Social message
  - (b) Hoarding
  - (c) Infomercial
  - (d) Pop-up

## Solutions

**Choose the right option:**

1. (d) tagline
2. (b) advertisers
3. (b) buyers
4. (b) it is a brand
5. (b) Hoarding