



Test / Exam Name: Civics - Understanding Advertising

Standard: 7th

Subject: Social Science

Student Name: _____

Section: _____

Roll No.: _____

Questions: 22 Time: 01:00 hh:mm Marks: 30

Instructions

1. New section on new page
2. Honesty is the best policy.
3. Rough work at the last page should be in proper manner too

SECTION-A

- Q1.** Advertisements draw our attention towards? **1 Mark**
A Products. B Brands. C Brand values. D All of them.
- Q2.** How is producing and showing an advertisement in the media is considered? **1 Mark**
A Cheap. B Expensive. C Excellent. D None of these.
- Q3.** What is the rate for 30 seconds advertisement on a major TV. channel? **1 Mark**
A One lac rupees. B 1.50 lac rupees. C 1.65 lac rupees. D 2.10 lac rupees.
- Q4.** Producing and showing advertisements in the media is very? **1 Mark**
A Cheap. B Expensive. C Excellent. D None of these.
- Q5.** Towards what Advertisements draw our attention? **1 Mark**
A Product. B Brand values. C Brands. D All of the above.
- Q6.** Branded products can get: **1 Mark**
A Cheaply. B Costly. C Most cheaply. D Expensive.
- Q7.** On television only those programmes are flashed that can attract lot of viewers. True/ False **1 Mark**
- Q8.** An independent media means government should control and influence its coverage of news. True/ False **1 Mark**
- Q9.** How the cost of advertising on a news channel is decided? **1 Mark**
- Q10.** What is deceptive advertising? **1 Mark**
- Q11.** What do you mean by term independent media? **1 Mark**
- Q12.** What is a brand value? **1 Mark**
- Q13.** What do the advertisers do to convince the consumer? **1 Mark**
- Q14.** Discuss the social and cultural impact of advertisements. **1 Mark**
- Q15.** How people opposes against government action or plan? **1 Mark**
- Q16.** Why branded daals cost much more than daals that are sold loose? **1 Mark**

SECTION-B

- Q17.** Why do you think the manufacturers of the soap gave their products a specific name? **2 Marks**
- Q18.** What are the common problems faced by small businessmen in this age of advertisements? **2 Marks**
- Q19.** Why is the consumer confused? **2 Marks**
OR
What makes the consumer confused?
- Q20.** What impressions does advertising create on us? **2 Marks**
- Q21.** What are the disadvantages of advertising? **3 Marks**
- Q22.** Can you explain two ways in which you think advertising affects issues of equality in a democracy? **3 Marks**