

Girls' High School & College , Prayagraj

Session: 2020 - 2021

Class: 10 B, F

Subject: Commercial Applications

Worksheet: 02

Note: Parents are expected to ensure that the student spends two days to read and understand the chapter according to the book and thereafter answer the given questions.

Book: ICSE Commercial Applications Part II (of class 10th) by Dr. C.B. Gupta.

L-3 : Advertising and Brand Promotion

Answer the following questions in short:

Question 1.

- a. Name the four elements of promotion mix.
- b. Define advertising.
- c. What is concept advertising?

Question 2.

Justify **for** or **against** by giving two reasons for each of the following:

- a. Advertising increases the price of products for consumers.
- b. Advertising is a social waste.
- c. Branding is a myth not a reality.

Question 3.

Give one difference between each of the following:

- a. Product advertising and Institutional advertising.
- b. Price-off offers and Exchange offers.
- c. Brand loyalty and Brand equity.

Question 4.

- a. Write any two drawbacks of advertising.
- b. Define sales promotion.
- c. What is a brand?

Answer the following questions in detail:

Question 1.

- a. Explain the main objectives of advertising.
- b. What are the advantages of advertising to manufacturers?
- c. Distinguish between advertising and publicity.

Question 2.

- a. Explain all the features of a good advertisement in short.
- b. Discuss the advantages and disadvantages of newspaper and radio.
- c. Differentiate between sales promotion and advertising.

Question 3.

Write short notes on:

- a. Factors influencing choice of advertising media.
- b. Branding and its advantages.
- c. Brand promotion and its methods.

END