Learning Outcome:
Find the unit rate of a proportional relationship using an equation and diagrams.
7.RP.A.2.B

In order to stand on equal footing with companies selling meat, the product needs to be advertized effectively.

1 If $2 million out of $5 million is spent on digital advertising, then what is the percentage of money spent on digital advertising?

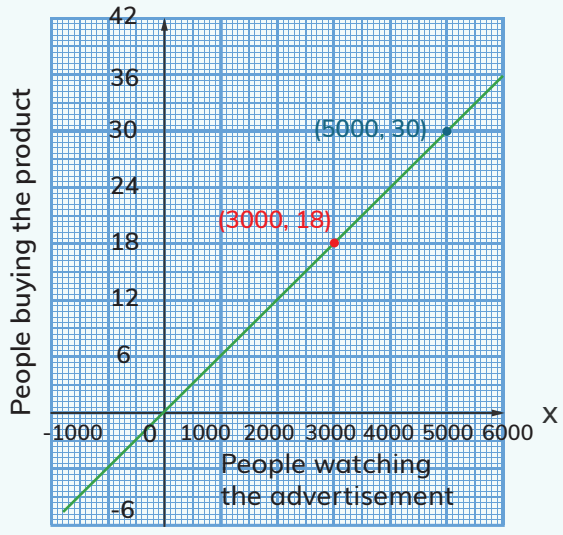
2 Observe the tape diagram and find out for how much time the advertisement runs in a day.

Advertisement time (560 minutes) in a week

Time division of a week

3 Find the cost of advertising (in USD per second) from the given equation y = 4x, where x represents the duration of an advertisement video (in seconds) and y represents the cost of advertising (in USD).

4 Using the given graph, generate an equation representing the relationship between the number of people watching the advertisement (x) and the number of people buying the product (y).



5 Does the following table represent the graph of a linear equation passing through the origin?

Money spent on advertising ($)	2750	4600
Increase in sales (tons)	55	102

6 Write an equation for the proportional relationship.

Money spent on advertising ($) (y)	2750	5100
Increase in sales (x)	55	102

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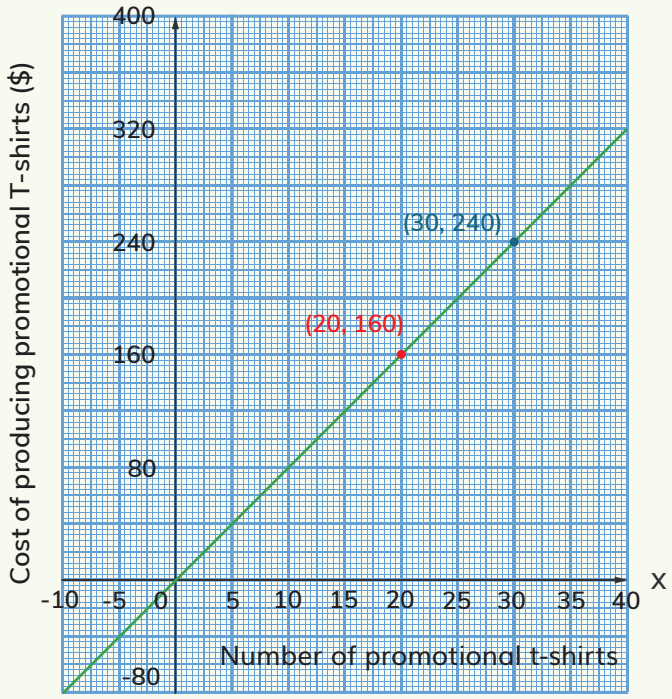
1 The amount of money paid to the brand ambassador for 12 months is $6 million. From the given tape diagram, find out the payment for a month.

Total payment

Payment for 12 months

2 The equation 2.5y = 15x represents the relationship between the number of video advertisements filmed (x) and the time (in hours) for filming (y). How long will it take to film 8 advertisements?

3 The graph represents the relation between the number of promotional t-shirts distributed (x) and the cost of their production in USD (y). Write an equation to represent the relationship between the same.



4 The table represents the relation between the number of times the hashtag of the brand was used (y) and the time in days (x). Write an equation to represent the relationship between the same.

Number of times hashatg used	7200	15600
Time (days)	6	13

5 The equation y = 600x + 400 represents the relation between the money spent on advertisements (y) and the number of times the advertisement was displayed (x).

Choose the correct option from the following:

- a) The graph of the given equation passes through the origin.
- b) The graph of the given equation cuts the y-axis at y = 600.
- c) Number of displays increases with the increase in the money spent.
- d) Number of displays decreases with the increase in the money spent.

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Create a color code for the nutritional information about synthetic meat.

Create a chart by coloring the grids proportional to the calories offered by carbohydrates, fats, and proteins present in 100 grams of synthetic meat. Find the proportion between carbohydrates, fats, and proteins, and color the 15 x 9 grid in three different colors highlighting the three nutrients. This grid will be printed on every 100 gm patty pack so that it's clearly visible.

The data is given in the form of equation y (calories) = mx (amount in grams)

Nutrient	Equation	Calories per 1 g	Amount of nutrient in 100 g of synthetic meat	Calories from nutrient
Carbohydrates	8y = 30x		4	
Fats	y = 9x		4	
Proteins	2.5y = 10x		21	

*The rest 71g is the weight of water and micronutrients.