



LONG ANSWER TYPE QUESTIONS

1. How are smaR businessmen affected in this age of advertisements? [V. Imp.]

Answer: Advertising a product is a costly affair no doubt but this is the only way to sell products in the market. Large companies have no dearth to money and therefore they can easily advertise their products. But these are small businessmen also who have no money to show their products on television or national newspapers and magazines. They often have to sell their products in weekly markets and neighbourhood shops.

Advertising also makes us believe that packaged and branded things are better than things sold loose. We often forget that the quality of a product has little to do with packaging that it comes in. This shift to packaged products negatively affects the sales of several small business forcing people out of their livelihoods.

2. Mention the drawbacks of advertising. [V. Imp.]

Answer: Advertising shows certain drawbacks which are as follow:

(a) We are citizens of a democratic country. It means we all are equal. But advertising always focuses on the lives of the rich and influential persons. It tends to promote a certain lack of respect for the poor. They are not the faces we most often see in advertisements and therefore we cease to think about them.

(b) Advertising uses personal emotions of the people. Those who are capable to buy certain brands feel exalted but there are many who cannot afford to buy them. The personal emotions of these people are hurt badly.

(c) Advertising promotes the sale of packaged products. This negatively affects the sale of things which do not come in packets. This forces many people out of their livelihoods.

(d) Advertising by focussing on the lives of the rich and famous helps us forget about issues of poverty, discrimination and dignity, all of which are central to the functioning of equality in a democracy.

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