



#### SHORT ANSWER TYPE QUESTIONS

1. Why do you think the manufacturer of the daal (pulses) gave his product a specific name? [Imp.]

Answer: Daals (pulses) are usually sold loose in the market. There are different types of daals in the market such as arahar ki daal, rnasoor ki dual, urad ki daal, etc. These names are not brand names. When a company takes a particular daal such as urad ki daal and puts it into a packet, it will need to give the daal a specific name. It needs to do this so that we don't confuse the daal is that particular packet with the daal that is sold loose.

2. What do companies do in case there are two brands of a similar product?

Answer: In such a situation the consumer is confused. He cannot decide which product he should buy. The manufacturer, being aware of this has to give the consumer a reason to refer a particular brand of a product. Just naming a product does not help sell it. So, advertisers began claiming certain special values for their brand. In this way, they try to differentiate it from other similar products.

3. What brand values are used by the two daals namely Top Taste Daal' and 'Best Taste Daal'?

Answer: The two daals namely Top Taste Daal' and 'Best Taste Daal' are saying two different things. Top Taste Daal' is appealing to our social tradition of treating guest extremely well. On the other hand 'Best Taste Daal is appealing to our concern for our children's health and that they eat things that are good for them. Values such as treating our guests well and making sure and children get nutritious food are used by brands to create brand values. These brand values are conveyed through the use of visuals and words to give us an overall image that appeals to us.

4. How is personal emotion being used in the Care Soap advertisement? [Imp.]

Answer: The Care Soap advertisement uses the mother's concern for her child. It tells the mother that her love and care is best shown through using this particular brand of soap. Because of this, mothers begin to feel that using this soap is a sign of how much they love their child. In this way, the advertisement uses the love of a mother for her child to sell this expensive soap.

Just think about those mothers who cannot afford this soap. They might begin to feel that they are not giving their children the best care.

5. What role do advertisements play in our lives? [V. Imp.]

Answer: Advertisements play a major role in our lives. They influence us to a great extent. We watch advertisements, discuss them and often judge people according to the brand products they use. Whenever we see cricket heroes and film stars advertising different products we feel tempted to buy those products. It is because persons whom we consider our heroes tell us that they are worth buying. Advertisements tell us how we should live our lives, what we should aspire and dream for, how we should express our love, what it means to be smart, successful and beautiful. Thus,

advertisements have significant role in our lives. In the present scenario, we cannot think of a life without advertisements.

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