

# **NIOS lesson adaptation project**

**By EMBRACE Volunteers**

(A community initiative of Harchan Foundation Trust)

## **Chapter 15**

# **Advertising**

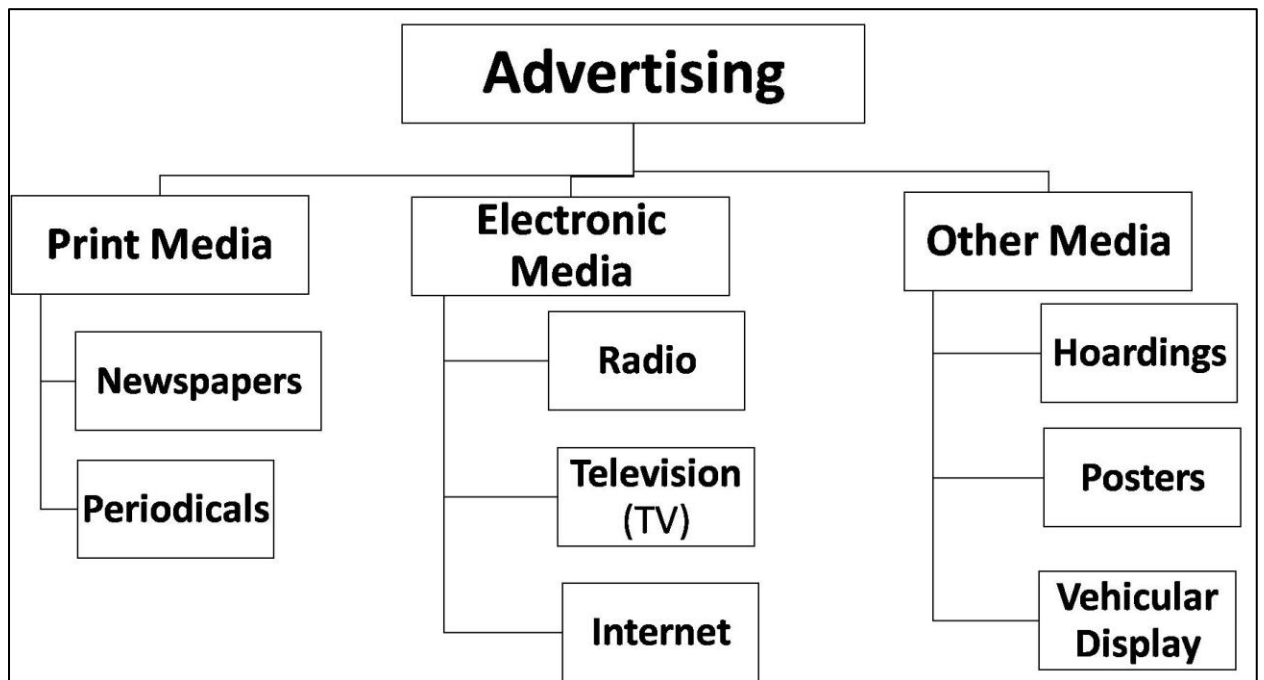
(Printable Version)

- **Simplified Lesson**
- **Previous Year Questions with Answers**
- **Terminal Questions**

This project is aimed at supporting children with different needs. Information provided is adapted to the best of knowledge by the volunteers. For complete information please refer to the NIOS resources in <https://www.nios.ac.in/online-course-material/secondary-courses.aspx>.

## LESSON 15

### Advertising



#### Definition

Advertising means non-personal promotion of ideas, goods, and services. It is paid by an identified sponsor.

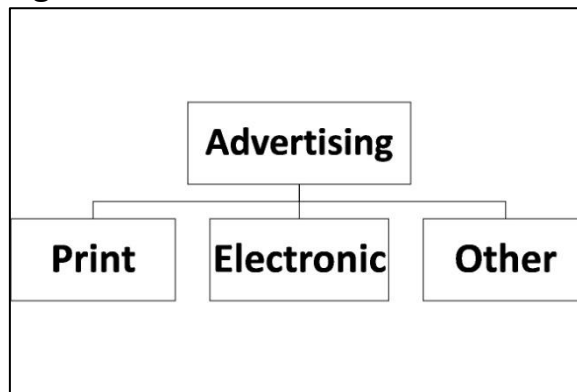
#### Features of Advertising

- Non-personal presentation
- Paid communication
- Identified Sponsor
- Promotion of ideas, goods and services
- Use of different media like print and electronic

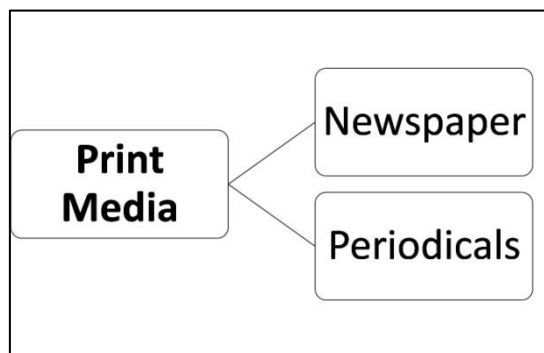
#### Objectives of Advertising

- Educating customers
- Creating demand for new products
- Retaining existing customers
- Increasing sales
- Assisting salesmen

## Media of Advertising



### Print Media



### Newspaper

The following are the advantages and limitations of newspaper advertising:

<u>Advantages</u>	<u>Limitations</u>
Wide circulation	Illiterates cannot read
Low cost	Read mainly for news
Frequent repetition	Short life
Short notice	
Choice of language and region	

### **Suitability**

Advertising in Newspapers is suitable for:

- Consumer goods
- New products
- Sale/offers

### Periodical

The following are the advantages and limitations of Periodical advertising:

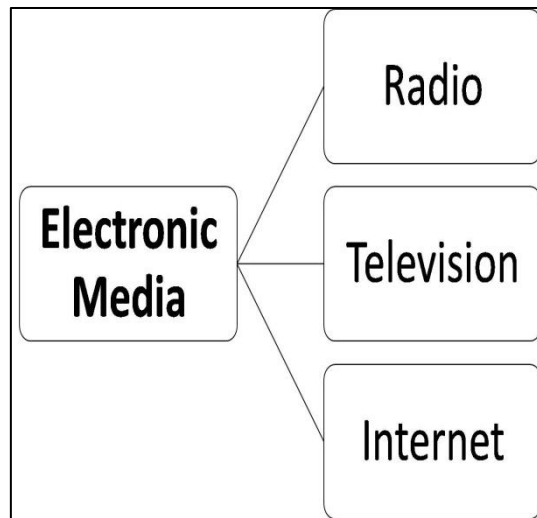
<u>Advantages</u>	<u>Limitations</u>
Long life	High cost
Known target customers	Less circulation
	Advance notice required

## Suitability

Advertising in Periodicals is suitable for:

- Target customers of the periodical
- Consumer goods, if the periodical is widely circulated

## Electronic Media



## Radio

The following are the advantages and limitations of Radio advertising:

<u>Advantages</u>	<u>Limitations</u>
Illiterates also can hear and understand	Lacks visual experience
Can be heard while travelling/driving also	Outside noise may interrupt listening
Affordable to advertise	Repetition required

## Suitability

Advertising in Radio is suitable for:

- Rural areas
- Known products. Then, there is no need to show them visually

## Television

The following are the advantages and limitations of Television advertising:

<u>Advantages</u>	<u>Limitations</u>
Audio- visual	High cost
Lasting impact	Reduction in Impact in recent times
Wide choice	
Illiterate friendly	

## Suitability

Advertising in Television is suitable for:

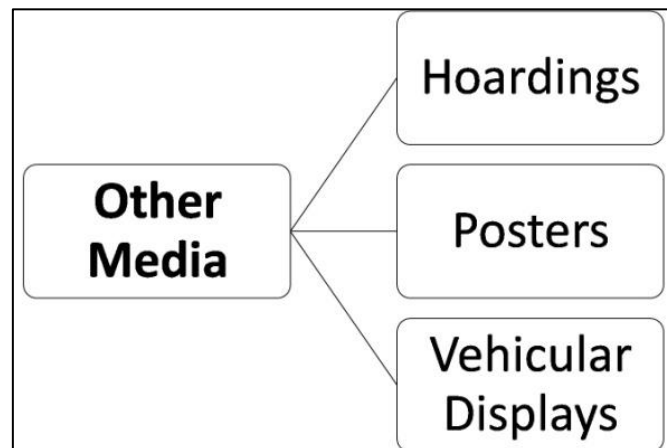
- Products that require live demonstration
- New products

## Internet

The following are the advantages and limitations of Internet advertising:

<u>Advantages</u>	<u>Limitations</u>
All the information is made available in our computer/phone	Internet connection and a computer are necessary
Consumers can see advertisement at any time as per their convenience.	Not suitable for people who do not know how to operate internet.

## Other Media



<b>Hoardings</b>	<b>Posters</b>	<b>Vehicular Displays</b>
<ul style="list-style-type: none"><li>• Placed on road sides, roof tops etc</li><li>• Painted or electronic displays</li><li>• Visible day and night</li></ul>	<ul style="list-style-type: none"><li>• Printed and stuck to walls</li><li>• Example: movie posters</li></ul>	<ul style="list-style-type: none"><li>• Displayed on buses, trucks cars etc</li><li>• Large number of people in different areas can see as vehicles are mobile</li></ul>

## **PREVIOUS YEARS QUESTIONS**

### **1. Describe any three objectives of advertising? (3 marks)**

The three objectives of advertising are:

- i. Educating customers
  - ii. Creating demand for new products
  - iii. Increasing sales
- i. Educating Customers:** Customers come to know about the features of the product.  
For example, Tata Salt advertisement educates customer that iodine is good for health.
- ii. Creating Demand for new products:** Customers come to know about new products in the market. Then, they are motivated to buy the new product.  
For example, new Dairymilk chocolate flavours.
- iii. Increasing sales:** Advertisements motivate the customers to buy the products. Then, the sales increase.

### **2. The boards on which advertisements are painted or electronically designed so that they are visible during day or night are called Hoardings (b)**

- a) Vehicular displays
- b) Hoardings**
- c) Posters
- d) Internet Advertising

### **3. Explain briefly any four objectives of advertising. (4 marks)**

The four objectives of advertising are:

- i. Educating customers
  - ii. Creating demand for new products
  - iii. Increasing sales
  - iv. Assisting salespersons
- i. Educating Customers:** Customers come to know about the features of the product.  
For example, Tata Salt advertisement educates customer that iodine is good for health.
- ii. Creating Demand for new products:** Customers come to know about new products in the market. Then, they are motivated to buy the new product.  
For example, new Dairymilk chocolate flavours.

- iii. Increasing sales:** Advertisements motivate the customers to buy the products. Then, the sales increase.
- iv. Assisting salespersons:** Salesperson can explain the features of the product to the customer quickly by showing the advertisement.

**4. Advertisement of 'Polio vaccination' on a Bus is the use of following media of advertising (c)**

- a) Electronic Media
- b) Print Media
- c) **Other Media**
- d) None of the above

**5. Explain - (i) Hoardings (ii) Posters and (iii) Vehicular displays as the media of advertising. (6 marks)**

<b>Hoardings</b>	<b>Posters</b>	<b>Vehicular Displays</b>
<ul style="list-style-type: none"> <li>Placed on road sides, roof tops etc</li> <li>Painted or electronic displays</li> <li>Visible day and night</li> </ul>	<ul style="list-style-type: none"> <li>Printed and stuck to walls</li> <li>Example: movie posters</li> </ul>	<ul style="list-style-type: none"> <li>Displayed on buses, trucks cars etc</li> <li>Large number of people in different areas can see as vehicles are mobile</li> </ul>

### **TERMINAL QUESTIONS**

**1. What is meant by advertising? State its features.**

**Ans:** Advertising means non-personal promotion of ideas, goods, and services. It is paid by an identified sponsor.

**Features of Advertising**

- Non-personal presentation
- Paid communication
- Identified Sponsor
- Promotion of ideas, goods and services
- Use of different media like print and electronic

**2. Which medium of advertising has the audio-visual impact?**

**Ans:** Television and Internet have both the audio and visual impact.

**3. Which medium of advertising will be preferred by the blind?**

**Ans:** Radio would be preferred by the blind.

**4. What is advertising and what purposes does it serve?**

**Ans:** Advertising means non-personal promotion of ideas, goods, and services. It is paid by an identified sponsor.

**Objectives of Advertising**

- Educating customers
- Creating demand for new products
- Retaining existing customers
- Increasing sales
- Assisting salesmen

**5. What are the advantages and limitations of newspaper advertising?**

<u>Advantages</u>	<u>Limitations</u>
Wide circulation	Illiterates cannot read
Low cost	Read mainly for news
Frequent repetition	Short life
Short notice	
Choice of language and region	

**6. Explain the advantages and limitations of advertising in periodicals?**

<u>Advantages</u>	<u>Limitations</u>
Long life	High cost
Known target customers	Less circulation
	Advance notice required

**7. What is radio advertising? Enumerate its advantages and limitations.**

**Ans:** Advertisements in radio are transmitted during commercial breaks. They are transmitted at regular intervals.

<u>Advantages</u>	<u>Limitations</u>
Illiterates also can hear and understand	Lacks visual experience



Can be heard while travelling/driving also	Outside noise may interrupt listening
Affordable to advertise	Repetition required

**8. Describe any three points of importance of advertising.**

**Ans:** Importance of advertising is:

- (i) Educating customers
- (ii) Creating demand for new products
- (iii) Retaining existing customers

**9. Name any four items which are suitable for advertisement in Magazines, T.V. and hoardings.**

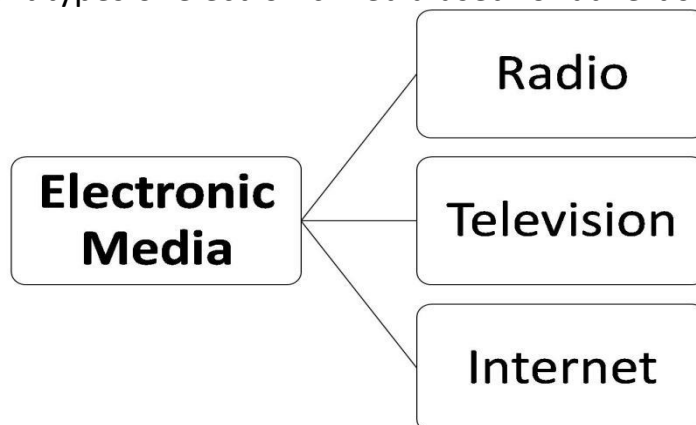
**Ans:** The four items that are suitable for advertisement in Magazines, TV and hoardings are:

- (i) Chocolates
- (ii) Mobile Phones
- (iii) Motor Bikes
- (iv) Jewellery Stores

**10. What is meant by media of advertisement? State the different types of electronic media used for advertisement.**

**Ans:** The **channel** through which advertisement is communicated to the prospective buyers is called **media of advertisement**.

Different types of electronic media used for advertisement are:



**11. Explain the different types of media through which we get information without spending any money.**

**Ans:** We get information without spending money from:

- a) Hoardings
- b) Posters
- c) Vehicular Displays