

## Ch. 7 Understanding Advertising

Q.1 what do you understand by the word brand? List two reasons why building brands is Central to advertising?

Ans. **Brand** – It means Stamping a product with a particular name or sign in order to differentiate it from other products in the market.

Two reasons why building brand is central advertising:-

1. It creates a positive image of the product in the eyes of the consumers and compels them to buy it.
2. It differentiates the product from the local or other competitive products in the market.

Q. 3 can you explain two ways in which you think advertising affects issues of equality in a democracy?

Ans. Two ways in which advertising affects issues of equality in democracy:-

1. It only focuses the lives of the rich and famous and forgets about the issues of poverty, discrimination, and dignity.
2. Advertising tends to promote a certain lack of respect for the poor as in a democracy all people are equal and should be able to lead a life of dignity.