

Model Question Paper 1

ADVERTISING 1

11th Standard

Commerce

Reg.No. :

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Answer all the Questions

Time : 00:50:00 Hrs

Total Marks : 35

6 x 1 = 6

Part A

- 1) Advertising appeals make people to use such articles, which may affect their health
(a) Social objections (b) Ethical objections (c) Historical objection (d) Economical objections.
- 2) Electrical Display comes under
(a) Outdoor Advertising (b) WEB Advertising (c) Indoor Advertising (d) Direct Advertising
- 3) This advertising can reach a very large number of potential buyers globally
(a) Show Room Advertising (b) Sky Advertising (c) Web Advertising (d) Painted Display Advertising
- 4) It is an audiovisual Medium
(a) Radio (b) Film (c) Poster (d) Electrical display
- 5) This advertising reaches a large number of listeners both the educated and illiterate
(a) Web Advertising (b) Newspaper Advertising (c) Sky Advertising (d) Radio Advertising
- 6) Goods are displayed in front of the shops or at busy centres like cinema houses or railway station. This form of advertisement is
(a) Widow display (b) Exhibition (c) Trade show (d) Television

Part B

6 x 2 = 12

- 7) What is Advertising?
- 8) Give the definition of Advertising.
- 9) List out any two advantages of advertising to Customers.
- 10) What are the Social Objections of Advertising?
- 11) Name the major four divisions of advertising.
- 12) What is direct Advertising? What are the merits and demerits of it?

Part C

4 x 3 = 12

- 13) What are the objectives of Advertising?
- 14) How do advertising helps manufacturers, salesmen and consumers?
- 15) Enumerate the disadvantages of advertising.
- 16) What is a medium of Advertisement? What are the factors to be considered in selection of suitable medium?

Part D

1 x 5 = 5

- 17) Bring out the advantages and disadvantages of advertising.
