**Chapter 21**

**Advertising and Democracy**

1. Make an advertisement about encouraging people to keep their surrounding clean.
2. Look through the various advertisements and write an advertisement that enhances the unity of the nation.
3. Fill in the blanks
4. \_\_\_\_\_\_\_ is a method of mass promotion in which single message can reach a large number of people.
5. The availability of many brands creates confusion in the mind of \_\_\_\_\_\_\_\_\_\_\_.
6. Social or public service advertising means applying marketing and advertising principles to promote \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ issues.
7. Advertising is also used by organisations to inform public about their objectives, \_\_\_\_\_ and projects.
8. \_\_\_\_\_\_\_ gets most of its revenue from publicity.
9. Another unfortunate impact of advertising is that it engrains \_\_\_\_\_\_\_\_\_\_\_ attitudes.
10. A \_\_\_\_\_\_ is a person who buys by paying the price of some goods or services.
11. \_\_\_\_\_\_\_\_\_\_\_\_ is a collective consciousness on the part of consumers.
12. Multiple choice questions
13. The consumerism has gradually developed into a powerful force
14. To aid and protect the advertiser b) To aid and protect the consumer
15. To protect the products d) none of the above
16. The consumer awareness in India is low due to
17. Lack of education b) lack of awareness among masses c) highly literate masses d) none of the above
18. All food items are standardised by
19. BIS b) ISI c) ISO d) Agmark
20. A huge amount of money is spent on advertisement to motivate
21. A consumer to buy a product b) A producer to sell its product to specific customer c) a consumer not to buy a particular product d) none of the above
22. Which one is not ill effect of the advertisement?
23. Advertising can create social awareness b) motivates consumer to buy a good product c) it can engrain Stereotype attitudes d) t helps to make things popular
24. State whether the given statements are true/false
25. Consumerism is all about protection of the interests of the consumers.
26. A consumer is a person who sells his goods or services for money.
27. Brands can create discrimination in the society which is undemocratic and create inequality among the masses.
28. Advertising persuades some people to buy only things they need.
29. Social advertising has benefitted many public awareness programmes.
30. What does advertising do?
31. What is objective of an advertisement?
32. What creates confusion in the mind of people?
33. Why is brand loyalty created through ‘stars’?
34. What is social or public service advertisement? And what is its purpose?
35. How advertising makes us aware of our responsibility towards the society?
36. Name 2 public awareness programme that have benefitted from social advertising.
37. How has Indian government protected the public interest?
38. Other than selling of products for what other purposes is advertising used?
39. For what purposes advertising techniques can be used?
40. List the effects of advertising.
41. How advertising and democracy are connected to each other?
42. Why do people opt to buy packaged items?
43. How does the advertising create unfortunate impact of engraining stereotype attitude?
44. Who is a consumer? And what has led to buyer being known as consumer?
45. Why is consumer awareness in India low?
46. What is consumerism?
47. What is BIS and what does it do?
48. List main features of Consumerism.
49. What can a consumer do if he feels cheated?
50. Another problem related with advertising is ’Quake’ or false advertising, explain.

**Chapter 22**

**Unpacking Gender**

1. List the name of the women who have excelled in different fields.
2. Write a paragraph on position of woman in our society.
3. Fill in the blanks
4. \_\_\_\_\_\_\_ refers to the different values, attitudes and behaviour that are attached to roles of males and females by different social and cultural groups.
5. The notion of \_\_\_\_\_\_\_\_\_ is generally negative.
6. The work woman does at home is \_\_\_\_\_\_\_\_.
7. The issue of women’s \_\_\_\_\_\_\_\_\_\_ is not limited to India alone it is an international one.
8. Most behavioural differences between male and female are determined by \_\_\_\_\_\_\_\_\_.
9. Today, education and awareness has \_\_\_\_\_\_\_ the woman to emerge as powerful force in political and economic spheres.
10. Equal sharing of responsibilities and a \_\_\_\_\_\_\_\_\_\_\_\_ partnership between women and men are well-being of their family.
11. Delhi tourism has started \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ where women cab drivers and tourist guides are inducted into the ‘Incredible India’ campaign.
12. Multiple choice questions
13. Shared power between men and women at home and workplace helps
14. To create harmony in family b) to create harmony in society c) to create disharmony in family d) a and b
15. When death rate of women is higher as compared to men all over it is
16. Mortality inequality b) Natality inequality c) Basic facility inequality
17. None of the above
18. Woman were given right to vote in England in the year
19. 1944 b) 1947 c) 1928 d) 1929
20. The condition of urban educated women is\_\_\_\_\_\_ from her rural counterparts.
21. Better b) not very different c) Worst d) none of the above
22. Which of the following is work of urban educated woman?
23. Cooking of food b) sending children to school c) going to work

d)all the above

1. State whether given statements are true or false
2. Stereotyping of gender roles may vary from culture to culture.
3. Boys are denied the right to education and some other basic facility.
4. The condition of educated urban woman is not very different from her female counterpart.
5. In many societies the basic assets that is home and land are owned by the women.
6. The woman’s role as a caregiver and homemaker has not been accorded its rightful place.
7. What does gender refers to?
8. Outline the stereotypical gender roles.
9. How society ingrains the specific roles boys and girls are suppose to play?
10. What does the notion of stereotyping do?
11. How did stereotyping originate?
12. Which legal body has been set up in India for the protection of woman’s right?
13. When is the International women’s day celebrated?
14. The invisibilisation of women’s labour fails to get them their due share, explain.
15. Why the condition of rural women considered quite sad?
16. Compare the condition of urban educated woman to that of rural women.
17. The workwomen performs at home is unaccountable and not considered productive, explain.
18. In spite of major work being done by women, she still faces discrimination, do you agree to this or not, give reason for it.
19. List the gender inequalities that exist in most parts of the world in different forms.
20. How the position of women in earlier times has changed now in India?
21. How education and awareness empowered the women of today?
22. In what way education helps a woman?
23. State 2 examples to show that women of today are empowered.
24. Why is Gender equality needed?
25. The issue of women’s inequality is not limited to India alone, it is an international one, justify.
26. On the political map of India, mark the following
27. State with highest female sex-ratio
28. State with highest female mortality rate
29. State with lowest literacy rate
30. State from where Mary Kom belongs