

**Chapter –8**  
**MARKETS AROUND US**  
**Worksheet - 1**

**Choose the correct option:**

1. Advertisements as a media marketing tool can be used
  - a. Anywhere
  - b. Nowhere
  - c. Only on electronic media
2. Brand marketing aims at a specific
  - a. Brand
  - b. Population
  - c. Costs
3. For easy recognition, brands use
  - a. Logos
  - b. Colours
  - c. Paper
4. Advertisements can be used to create
  - a. Followers
  - b. Leaders
  - c. Social awareness
5. The earliest form of advertisements was done by
  - a. Dancing
  - b. Joking
  - c. Word of mouth

**State True or False.**

6. India started the culture of advertising for products.
7. Advertising glorifies and glamourises consumerism.
8. People in rural areas can be educated about health issues through advertisements.
9. Being brand conscious means spending less.
10. The first country to have commercial advertisements was France.

**Answer the following Questions.**

11. Define brand.
12. Explain brand marketing?
13. Describe different kinds of markets.
14. What is effect of competition in weekly markets?
15. How and when does Sameer do good business?
16. How are shops in our neighbourhood useful for us?
17. What are the two types of sellers in our neighbourhood?
18. Write a short note on advertising.
19. Describe shopping complexes and malls.
20. What is brand marketing? How can advertisements help in raising brand consciousness?

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