

DELHI PUBLIC SCHOOL, JAMMU
SESSION: 2019-20
QUESTION BANK

CLASS: VII

SUB: CIVICS

GENERAL INSTRUCTIONS:

- 1) Q 1 to Q 10 carry 1 mark each
- 2) Q 11 to Q 13 carry 3 marks each
- 3) Q 14 to Q 15 carry 5 marks each

SECTION-A

VERY SHORT ANSWER QUESTIONS .

- 1 Match the following items given in coloumn A with those in coloumn B. Choose the correct answer from the option given below.

COLOUMN A

- A Print Media
- B Social Advertising
- C Audio Visual Media
- D Commercial Advertising

COLOUMN B

- 1 Save paper
- 2 Television
- 3 Soap, Salt
- 4 Circulars

2. Study the picture and answer the question that follows



Which of the following aspect best signifies this image?

- A Endorsing a brand of an aerated drink.
 - B Endorsing for a medical camp.
 - C Endorsing for a fat free product.
 - D None of these.
3. Advertising includes both factual and _____ messages.
4. _____ has the maximum coverage, as it is the cheapest and reaches all levels of society
5. _____ is a blend of traits, communicated to a target audience through a name or symbol.

or

Advertisers use various _____ to reach out to a huge customer base.

6. What is the most important source of earning for the media?
7. What is a brand?
8. What reveals that it is effective in spreading brand awareness among children too ?
9. Give two examples of audio-visual media.

or

Give two examples of print media.

10 What makes the advertisers choose a particular medium to advertise?

SECTION B

SHORT ANSWER QUESTIONS

- 11 Why are advertisement important for media?
- 12 What is the difference between brand value and social value?

Or

How do advertisements influence our lives?

- 13 Read the extract and answer the questions that follows:

In today's competitive world, the value of a product or the brand name is not enough to sell a product. Apart from packaging, what actually drives the sale of a product is the ability of the manufacturer to convince the customer that his product or service is best in the market. This is where advertisement plays a crucial role. It is a method of mass communication and plays an important part to help a product or service, triumph over other similar ones in the market. The moment we turn on radio or television or flip through any newspaper or magazine, we find attractive advertisement trying to convince us that they are the ultimate and the best. Nowadays, we find advertisements even on sides of buses, taxis, metros, hear them on the telephone, hold-message and in public address system. In this age of satellite communication, most big companies have gone ahead and launched websites about their products to reach out the internet-savvy generation.

- a) Which is called a method of mass communication?
- b) Who actually drives the sale of a product?
- c) Why the most big companies have launched websites?

SECTION C

LONG ANSWER QUESTIONS

- 14 How do small manufacturers suffer? Give few common place examples.
- 15 What is the difference between Commercial and Social advertising?

Or

What is the negative influence of some advertisements? Give an example of your choice.