

National Institute of open schooling
Senior Secondary Course : Business Studies
Lesson 21 : Advertising and Salesmanship
Worksheet – 21

1. Do you think that the main purpose of advertising is to inform the prospective customer about the availability and price? Comment?
2. Share your views as a customer about the most powerful sources among advertisement and publicity.
3. Mr. Rakesh is running a cosmetic business and wants to promote a product in the market to increase sale so, guide him to do promotions for the product.
4. Share your views whether Advertisement is helpful for customer to make a right choice or not?
5. Advertisement is considered to be a wasteful activity and something harmful for the customer and the society. List out the activity and explain in your own words.
6. What is the kind of advertising media through which messages regarding product and services are transmitted to people.
7. Mrs. Sunita went to a garment shop to buy one shirt for his husband. The salesman showed the latest collation and the sales person persuaded her to buy two. So, this unplanned purchase leads to what? Explain the process.
8. Share your experience, when you come across a good sales person in a shop and explain all his good qualities.
9. Have you ever thought why companies distribute their small sample product free or buy one get one free? Explain with all the promotional tools you know?
10. Explain in 120 words “Advertising generates huge revenue and employment”?