

**National Institute of Open Schooling**  
**Secondary Course: Business Studies**  
**Lesson 15: Advertising**  
**Worksheet -15**

1. Advertising includes all the activities involved in presenting any product or service. State its important features.
2. Identify the various media of advertising and illustrate the suitability of each media of advertisement.
3. Advertising helps in educating customers about different products and their use. Explain with the help of a suitable example
4. In Radio, there are short breaks during transmission of any programme which is filled with advertisements of products and services. List out the drawbacks of Radio advertising.
5. Television has topped the list among media advertising. TV has the most effective impact as it appeals to both the eye and the ear. Share your opinion in relation to the statement.
6. Describe the latest method of communication and gathering information. Also, state the benefits of such communication.
7. What do you understand by Print media and explain any two print media with suitable examples?
8. Advertising helps in increasing sales. How? Give suitable examples.
9. How advertising is preferable for blinds. Explain the statement with suitable examples.
10. In every advertisement, the identity of the sponsor is disclosed. Explain this statement in 120 words.