

Chapter 7 (Civics)
Understanding Advertising

Assignment

Q.1. What do you mean by branding?

Ans. 'Branding' means stamping a product with a particular name or sign.

Q.2. Why are the companies using advertising?

Ans. Companies are using advertisements to build brand of their products.

Q.3. What do advertisements do?

Ans. Advertisements draw our attention to products and make us interested in buying them.

Q.4. What is difference between loose and packed daals?

Ans. There is a little difference between daals that are sold loose and those sold in packet.

Q.5. What are different things the two daals saying?

Ans. The two daals are saying different things in the following ways:

i) 'Top Taste Daal' is appealing to our social tradition of treating guests extremely well.

ii) 'Best Taste Daal' is appealing to our concern for our children's health and that they eat things that are good for them.

Q.6. Why do we feel tempted to buy the branded products advertised?

i) Often several of our cricket heroes and our favourite film stars try and sell products of different brands to us through advertisements.

ii) We may feel tempted to buy these products because persons whom we consider our heroes tell us that they are worth buying.

iii) In addition, advertisements often show us images of the life style of rich people and seldom show us the reality of people's lives that we see around us.

Chapter 8 (Civics)
Markets Around us

Q.1. When is a market called weekly market?

Ans. A market is called weekly market when it is held on a specific day of the week.

Q.2. Write any one advantage of weekly market?

Ans. Most of the things of our daily and common use are available at one place in weekly market at a cheaper rate.

Q.3. Where are shopping complexes found?

Ans. Shopping complexes are found in the urban areas, cities etc.

Q.4. What do you know about weekly market?

Ans. i) A weekly market is held on a specific day of the week.

ii) It does not have permanent shops.

iii) Traders set up their shops for the day and then close them up in the evening.

Q.5. What are the extra expenditure incurred in permanent shop that are not incurred in the weekly market?

Ans. There are various expenditures incurred in permanent shops which are not in weekly market. For example:

i) They have to pay rent, electricity and some times fees of the Government.

ii) They have to pay wages to their workers.

Q.6. What do you know about malls?

Ans. The large multi-stores air-conditioned buildings with shops on different floors are known as malls. These malls have both branded and non-branded goods and promote them by advertising.

Q.7. Write about retailers.

Ans. The traders who finally sell goods to the consumers, are called retailers. They can be traders in a weekly market, hawkers in the neighbourhood or shops in a shopping complex.

Chapter 7 (History)
Tribes, Nomads & Settled communities
Assignment

- Q.1. Mention the most important trader-nomads.
Ans. The Banjaras were the most important trader-nomads.
- Q.2. What was 'garh'?
Ans. The kingdom of the Gond was divided into small units called garh. Each garh was controlled by a particular Gond clan.
- Q.3. What was the administrative system of the Gond kingdoms?
Ans. The administrative system of the Gond kingdoms was centralized.
- Q.4. What is shifting cultivation?
Ans. In shifting cultivation trees and bushes in a forest area are first cut and then burnt. The crop is sown in the ashes. When this land loses its fertility, another plot of land is cleared and planted in the same way.
- Q.5. Define Clan.
Ans. A Clan is a group of families or households claiming descent from a common ancestor.
- Q.6. Mention the cultivation that was practiced by the Gonds.
Ans. The Gonds practiced shifting cultivation.
- Q.7. Who were 'Gonds'?
Ans. The Gonds were tribes who lived in a vast forested region called Gondwana.
- Q.8. What was 'tanda'?
Ans. The caravan of the Banjaras was called tanda.
- Q.9. Who was Aman Das?
Ans. Aman Das was the Gond raja of Garha Katanga, who wanted to be recognised as Rajput and thus, assumed the title of Sangram Shah.
- Q.10. What was 'barhot'?
Ans. Each chaurasi was divided into 'barhots' which were made up of 12 villages each.
- Q.11. What was 'chaurasi'?
Ans. Each garh was divided into units of 84 villages called chaurasi.
- Q.12. What were 'khels'?
Ans. Ahom society was divided into clans or khels. A khel often controlled several villages.
- Q.13. Who were 'paiks'?
Ans. The Ahom state depended upon forced labour. Those forced to work for the state were called paiks.
- Q.14. Who were Ahoms?
Ans. Ahoms were tribes who migrated to the Brahmaputra valley from present day Myanmar in the thirteenth century.