

Read the article below and answer the questions.

Advertising exists because a business wants to sell you something to make money. Ads are everywhere, on TV, webpages and at the cinema, and they can be a real nuisance. More often than not, you don't need what they are selling, but the messages are constant: buy things that you can't afford. Advertisers use different techniques to manipulate customers. They play with our emotions by selling a lifestyle that we aspire to. They also use psychology in their pricing strategies. How often have you seen a price ending in 9? Research has proven that products sell better if they end in odd numbers, so something for 49 dirhams will sell better than something for 50 dirhams. Suggesting that something is of higher quality just because it is more expensive is also another tactic used, yet often there is no difference in quality. So be warned: advertisers will try every tactic to part you from your money. Think about what you are being told, don't accept everything that they say, and ask lots of questions. .

Quiz Questions:

1. Why does advertising exist?
  - A. To annoy people
  - B. To make money
  - C. To give information
  - D. To entertain
  
2. Where can you find advertisements?
  - A. Only on TV
  - B. Only on webpages
  - C. Only at the cinema
  - D. Everywhere
  
3. What are advertisers trying to do?
  - A. Manipulate customers
  - B. Educate customers
  - C. Help customers save money
  - D. Provide high-quality products

4. How do advertisers play with our emotions?
- A. By selling something we aspire to
  - B. By making us laugh
  - C. By using bright colors in ads
  - D. By offering discounts
5. Why do advertisers often use prices ending in odd numbers?
- A. To make the products seem more expensive
  - B. To make the products sell better
  - C. To confuse customers
  - D. To make the prices easier to remember
6. What is one tactic used by advertisers to suggest higher quality?
- A. Offering discounts
  - B. Using bright colors in ads
  - C. Making the product more expensive
  - D. Providing testimonials from satisfied customers
7. What should you do when faced with advertisements?
- A. Believe everything they say
  - B. Ask lots of questions
  - C. Ignore them completely
  - D. Buy everything they promote
8. What is the main purpose of this text?
- A. To show the benefits of advertising
  - B. To warn about manipulative advertising tactics
  - C. To promote certain products
  - D. To explain the history of advertising

9. What does the word "nuisance" mean in the context of the text?

- A. Something enjoyable
- B. Something valuable
- C. Something annoying
- D. Something educational

10. What does the word "aspiring" mean in the context of the text?

- A. Feeling confident
- B. Feeling jealous
- C. Feeling hopeful
- D. Feeling worried