

SECTION B

MATCHING QUESTIONS

In Column A there is a list of terms. In Column B, there is a list of definitions. In the blank spaces provided, write the **LETTER** of the definition in **Column B** which best definition each term in **Column A**.

Column A	Column B
___ 1. Point of Sale	(a) The product is claimed to make the user attractive to the opposite sex.
___ 2. Personality Appeal	(b) Most expensive form of advertising media.
___ 3. Social Acceptability	(c) Use eye-catching shop counter or window display.
___ 4. Cinemas	(d) This advertising media reaches a relatively small audience.
___ 5. Magazines	(e) Advertising using posters and billboards.
___ 6. Hoarding	(f) People who are well recognized are used in commercials.
___ 7. Ambition	(g) This advertising medium reaches a selected audience.
___ 8. Television	(h) Suggestion that by using the product you will be well liked by others.
___ 9. Health and Safety	(i) Advertising to imply that those using the product will be successful.
___ 10. Sex Appeal	(j) Advertising suggests that use of the goods will contribute to a good life.

Total marks [10]