

## 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]