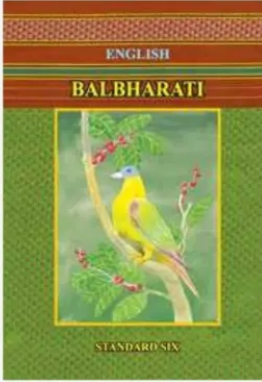


Maharashtra Board Solutions for Class 6- English (Voyage 2): Chapter 2.6- Ad'wise' Customers

BOOK SOLUTIONS
CLASS 6
ENGLISH

CHAPTER 2.6
Ad'wise' Customers

Maharashtra Board Solutions→



For any clarifications or questions you can write to info@indcareer.com

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Maharashtra Board Solutions for Class 6- English (Voyage 2): Chapter 2.6- Ad'wise' Customers

Class 6: English Chapter 2.6 solutions. Complete Class 6 English Chapter 2.6 Notes.

Maharashtra Board Solutions for Class 6- English (Voyage 2): Chapter 2.6- Ad'wise' Customers

Maharashtra Board 6th English Chapter 2.6, Class 6 English Chapter 2.6 solutions

Questions and Answers

1. Enact the advertisement:

Seven children wait in different places, striking a suitable pose as shown in the ad.

The character 'Krispy Krunchy' comes in dancing. He goes near every child, singing the words shown in the ad. He offers a Krispy Krunchy piece to every child, The child eats it and begins to smile and clap. At the end, the character faces the class, shows a big pack of Krispy Krunchy and presents the last few lines.

Question 1.

Enact the advertisement:

Seven children wait in different places, striking a suitable pose as shown in the ad.

The character 'Krispy Krunchy' comes in dancing. He goes near every child, singing the words shown in the ad. He offers a Krispy Krunchy piece to every child, The child eats it and begins to smile and clap. At the end, the character faces the class, shows a big pack of Krispy Krunchy and presents the last few lines.

2. Discuss the following questions after you have seen a presentation of the 'ad'.

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Question 1.

What does the ad tell you?

Answer:

The 'ad' tells us that for any occasion or any mood, the best thing you could have is Krispy Krunchy.

Question 2.

How many times is the name Krispy Krunchy repeated in the ad? Why?

Answer:

Krispy Krunchy has been repeated nine times in the ad. The name Krispy Krunchy has been repeated so many times that people get impressed and feel like buying and tasting the product.

Question 3.

What would happen if you never ate Krispy Krunchy?

Answer:

I don't think I would miss out on anything if I never ate Krispy Krunchy because it was never there in the food items mother gave me, so I know it is not good for health.

Question 4.

What would happen if you ate proper meals like rice and dal or dal-roti?

Answer:

If I ate proper meals like rice and dal or dal- roti, I would remain healthy. Growing children need a balanced and nourishing diet.

Question 5.

What would happen if you never ate fruits and vegetables?

Answer:

If I never ate fruits and vegetables, my body would lack the necessary nutrients needed for nourishing a growing child and I would be unhealthy and fall sick often.

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3. Present the information in the box 'My Teacher says'. Translate the box 'My Teacher says' into your mother tongue.

Question 1.

Present the information in the box 'My Teacher says'. Translate the box 'My Teacher says' into your mother tongue.

4. Watch the advertisements on TV. Choose any one of them for group discussion and analysis. Write your report on the advertisement.

Question 1.

Watch the advertisements on TV. Choose any one of them for group discussion and analysis. Write your report on the advertisement.

Questions and Answers

1. Enact the ad by playing the roles of Didi and her relatives. One more child acts as the salesman of bHcmaguuri and presents the text given in white letters in pink bubbles.

Question 1.

Enact the ad by playing the roles of Didi and her relatives. One more child acts as the salesman of bHcmaguuri and presents the text given in white letters in pink bubbles.

2. Discuss the following questions after you have seen a presentation of the 'ad'.

Question 1.

Why does Didi says "No party for me"?

Answer:

Didi says "No party for me!" because she feels that she is not beautiful because she is dark.

Question 2.

Can you become fair in five days?

Answer:

No, one cannot become fair in five days.

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Question 3.

How long will the effect of the cream last?

Answer:

The effect of the cream will last till as long as it is on your face. When washed the effect is gone.

Question 4.

Will you love your brother or sister only if she's fair?

Answer:

I will love my brother or sister irrespective of their colour.

Question 5.

Think of the people you like.

Do you like them because they have a fair (white) skin or because of some other qualities? List those qualities.

Answer:

No, I like them because they are loving, caring, helpful, polite, intelligent (Now add some more to the list).

3. Who do you think benefits most from commercial advertisement?

Question 1.

Who do you think benefits most from commercial advertisement?

Answer:

The seller of the product benefits most from commercial advertisements.

4. Have you seen non-commercial advertisements – those that are not 'selling' anything but are only giving people useful information?

Question 1.

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Have you seen non-commercial advertisements – those that are not ‘selling’ anything but are only giving people useful information?

Answer:

Yes, advertisement on “Save Tigers” and also the “Polio Plus Vaccine” for children below the age of 5.

5. Write a useful ‘ad’ on the importance of games, drinking water, your own school.

Question 1.

Write a useful ‘ad’ on the importance of games, drinking water, your own school.

Answer:

1. Importance of games: ‘If you are unhealthy and you don’t want to remain the same, be sure you regularly play a game.’
 2. Drinking water: ‘Water is a giver of life, drink a lot of it everyday and enrich your life.’
- Now let us see how you write ‘ads’. Let us try.

Important Questions and Answers

Read the extract and complete the activities.

Question 1.

Complete the web diagram.

Answer:

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What the ad says:

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<i>Feeling happy?</i> Krispy Krunchy! 	<i>Feeling sad?</i> Krispy Krunchy! 	<i>Feeling tired?</i> Krispy Krunchy! 
<i>Lost the match?</i> Krispy Krunchy! 	<i>Won the cup?</i> Krispy Krunchy! 	<i>Day and night,</i> Krispy Krunchy! 
<i>Now and then</i> Krispy Krunchy! 	<i>For you and me</i> Krispy Krunchy! 	<i>Every time!</i> Krispy Krunchy! <i>Only for ₹ 5!</i> <i>Get one pack free on 5 !</i>

Question 2.

Which are the different moods you see in the ‘ads’ of Krispy Krunchy?

Answer:

The different moods seen in the ads of Krispy Krunchy are – happy, sad, depressed, victorious.

Question 3.

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What is the aim of advertisements?

Answer:

The aim of advertisements is to make people buy the products.

Question 4.

How must you act while buying a product?

Answer:

We must act like a wise customer while buying a product.

Question 5.

What must you decide while buying a product?

Answer:

While buying a product, we must decide what to buy, how much to buy and what not to buy.

Question 6.

What is the cost of one packet of Krispy Krunchy?

Answer:

One packet of Krispy Krunchy costs Rs. 5.

Question 7.

When will we get a packet of free Krispy Krunchy?

Answer:

On the purchase of 5 packets, we get one packet free.

Language Study

Do as directed:

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Question 1.

Is the advice in the ads always good for you? (Identify the kind of sentence)

Answer:

Interrogative sentence

Question 2.

You must think about it carefully. (Name the word class of the underlined word)

Answer:

carefully – Adverb

Question 3.

Give the verb form of:

1. different
2. advice
3. attractive

Answer:

1. different – differ, differentiate
2. advice – advise
3. attractive – attract

Question 4.

Growing children need a balanced diet. (Change the number)

Answer:

A growing child needs a balanced diet.

Question 5.

These snacks are usually fried foods. (Separate the subject and predicate)

Answer:

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Subject – These snacks

Predicate – are usually fried foods.

Question 6.

You must act like a wise customer. (Pick out the modal verb and the main verb)

Answer:

must – modal verb act – main verb

Question 7.

Watch the advertisements on T. V. Choose any one of them for group discussion and analysis. Write your report on the advertisement.

Answer:

Points to remember while writing a report.

1. A report is a composition which provides in depth complete information about an event or a topic.
2. The information provided should be the same as seen in the advertisement.
3. A report has no place for personal thoughts or emotions.
4. The facts should be presented as they are.
5. A report should begin with a very catchy headline which expresses the gist of the report at a glance.
6. Always write in the past tense.
7. Summarize the advertising campaign's goals.

Do you Know?

- History of Advertising in India Indian advertising starts with the hawkers calling out their wares right from the days when cities and markets first began.
- Ads appeared for the first time in print in Hickey's Bengal Gazette, India's first newspaper (weekly).
- Studios were set up for bold type ornate fonts, fancier 'larger ads.' Today advertisements (audio & visual) appear in every type of media.

Introduction:

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Advertisement is a form of marketing device used by the business houses to promote or sell their products. Advertisements are shown to convince customers that a particular commodity is the best. It is designed in such a way, so to achieve the best of the results, the most popular actor or actress are shown using the products. We must remember not to get carried away by advertisements. It is left to us whether to buy or not, a particular product. So think wisely and decide.

Glossary:

1. customer (n) – one who purchases a product
2. nourishing (adj) – nutritious, that which provides nourishment
3. balanced (adj) – containing elements in appropriate proportion



Maharashtra Board Solutions

Class 6 English

Voyage 1

- [Chapter 1.1- Don't Give Up!](#)
- [Chapter 1.2- Who's the Greatest?](#)
- [Chapter 1.3- Autobiography of a Great Indian Bustard](#)
- [Chapter 1.4- Children are Going to School ...](#)
- [Chapter 1.5- Kabaddi Match](#)
- [Chapter 1.6- The Peacock and the Crane](#)
- [Chapter 1.7- Param Vir Chakra: Our Heroes](#)

Voyage 2

- [Chapter 2.1- The Clothesline](#)
- [Chapter 2.2- The Worth of a Fabric](#)
- [Chapter 2.3- A Wall Magazine for your Class!](#)
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Voyage 3

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Voyage 4

- [Chapter 4.1- Sleep, My Treasure](#)
- [Chapter 4.2- The Story of Gautama's Quest](#)
- [Chapter 4.3- Mr Nobody](#)
- [Chapter 4.4- A Mad Tea Party](#)
- [Chapter 4.5- If I Can Stop One Heart From Breaking ...](#)
- [Chapter 4.6- The Phantom Tollbooth](#)
- [Chapter 4.7- The Sword in the Stone](#)
- [Chapter 4.8- An Autumn Greeting](#)

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The Maharashtra State Board of Secondary and Higher Secondary Education or MSBSHSE (Marathi: महाराष्ट्र राज्य माध्यमिक आणि उच्च माध्यमिक शिक्षण मंडळ), is an **autonomous and statutory body established in 1965**. The board was amended in the year 1977 under the provisions of the Maharashtra Act No. 41 of 1965.

The Maharashtra State Board of Secondary & Higher Secondary Education (MSBSHSE), Pune is an independent body of the Maharashtra Government. There are more than 1.4 million students that appear in the examination every year. The Maha State Board conducts the board examination twice a year. This board conducts the examination for SSC and HSC.

The Maharashtra government established the Maharashtra State Bureau of Textbook Production and Curriculum Research, also commonly referred to as Ebalbharati, in 1967 to take up the responsibility of providing quality textbooks to students from all classes studying under the Maharashtra State Board. MSBHSE prepares and updates the curriculum to provide holistic development for students. It is designed to tackle the difficulty in understanding the concepts with simple language with simple illustrations. Every year around 10 lakh students are enrolled in schools that are affiliated with the Maharashtra State Board.

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As of now, the MSCERT and Balbharti are responsible for the syllabus and textbooks of Classes 1 to 8, while Classes 9 and 10 are under the Maharashtra State Board of Secondary and Higher Secondary Education (MSBSHSE).

How many state boards are there in Maharashtra?

The Maharashtra State Board of Secondary & Higher Secondary Education, conducts the HSC and SSC Examinations in the state of Maharashtra through its nine Divisional Boards located at Pune, Mumbai, Aurangabad, Nasik, Kolhapur, Amravati, Latur, Nagpur and Ratnagiri.

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