

Grade 7 EMS Worksheet

Assessment Task: Advertising

The importance of advertising (Individual activity)

Use the key phrases below and write a paragraph about the importance of advertising.

[8 marks]

Making people aware of your product or service
 Giving people information about your product or service
 Making people want to buy your product or service
 Selling you product or service
 Making your product or service stand out
 Winning over consumers from your competitors
 Increasing your sales
 Expanding your market

Self-assessment checklist

Criteria	Yes	No
I was able to use the key phrases to write a paragraph on the importance of advertising.		
I understand the importance of advertising.		
I understand the function of advertising.		
I think that advertising should be sensitive towards all people.		

Grade 7 EMS Worksheet

Suggested Solutions

Question number	Possible marks	Solution
1	8	<p>Example of a paragraph:</p> <p>Advertising of a product is important. Advertising helps you to sell your product or service. ✓ Advertising makes people aware of your business or your product. ✓ You can also use advertising as an opportunity to provide your customers or potential customers with information about your product or service. ✓ Advertising makes people want to buy your product or service by highlighting the good features of your product. ✓ Through advertising you encourage people to choose your product or service over a competitor's. This motivates you to keep improving on your product, so that your product or service stands out. ✓ By ensuring that your product is of the absolute best quality, you can win customers over from your competitors. ✓ Through advertising you are able to increase your sales, ✓ which brings about a bigger profit for the business. This means that you will have more money to spend on expanding your market so that you can to reach even more customers. ✓</p>

Appendix of Assessment Tools

Self-assessment checklist

Criteria	Yes	No
I was able to use the key phrases to write a paragraph on the importance of advertising.		
I understand the importance for advertising.		
I understand the function of advertising.		
I think that advertising should be sensitive towards all people.		