

Grade 7 EMS Worksheet

Assessment Task: Importance of advertising

The importance of advertising your business event (Group activity)

Write down five reasons why you should advertise a business event your group is going to run.

[5 marks]

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Suggested Solutions

| Question number | Possible marks | Solution |
|-----------------|----------------|--|
| 1 | 5 | <ul style="list-style-type: none">• We want to attract clients.• We want to introduce our service/product to the market.• We want to inform potential clients of the features of our product/service.• We want to encourage people to make use of our product/service.• We want to make money by drawing as many clients as possible. (any five valid reasons) |