

# Mahesh Public School

CLASS -X

SUBJECT- ENGLISH

Worksheet-2

## Topic- Comprehension

### Read the passage carefully:-

It is almost impossible to escape from advertisements. Large hoardings stare down at you from the sides of the roads; neon signs wink above shops; in magazines and newspapers advertisements take up more room than the reading material. All these are twentieth century developments which have grown side by side with the spread of education and technical advances. Advertising assaults not only our ears and eyes but also our pockets. Some critics point out that advertising actually raises the cost of products. Whenever you buy an advertised brand, about 25% of what you buy may represent the cost of advertising the same.

But there are a few things to be said in its favour. Although some things cost more because of advertising, other things cost less. Newspaper, magazines, radio and television all carry advertisements, and money received from the advertisers helps to lower cost of production in this way we get information and entertainment at lower price than would otherwise have been charged. It gives rise to competition among manufacturers which benefits the customer by offering him a wider choice.

Therefore, what we lose on the swings we gain on the roundabouts. Apart from this very important consideration, advertising to some extent ensures that a product will maintain its quality. It also gives rise to competition among manufacturers, which gives customers a wider choice. Competition may have succeed, in some cases, in reversing the influence of advertising and causing a reduction in price.

### Complete the following sentences on the basis of your reading the above passage:-

1. Advertisements are the direct outcome of .....
2. Advertisements cause a loss for buyers because .....
3. The cost of production of newspapers/magazines is reduced by .....
4. Competition among manufacturers benefits the customer as.....
5. The word 'reversing' here means .....